



GREEN ACTIVITIES CRITERIA AND EXPLANATORY NOTES 2026

Effective from 27.9.2026

The Green Activities Criteria consist of Imperative Criteria and Guideline Criteria. Applicants shall comply with all Imperative Criteria and an increasing number of applicable Guideline Criteria, depending on how many years the certification has been held. The required number of Guideline Criteria is shown in the table below.

Certification period	Year	Percentage of total imperative criteria	Percentage of total guideline criteria
First	1-2	100 %	0 %
Second	3-4	100 %	10 %
Third	5-6	100 %	20 %
Fourth	7-8	100 %	30 %
Fifth	9-10	100 %	40 %
Sixth and thereafter	11-12 and onwards	100 %	50 %

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CHAPTER 1. GOVERNANCE AND REPORTING

IMPERATIVE CRITERIA

	Criterion	Explanatory notes
1.1	The establishment has appointed a Green Activities Coordinator who is responsible for carrying out the company's sustainability work.	A designated Green Activities Coordinator provides a clear structure for managing the establishment's sustainability work. Assigning formal responsibility for coordinating sustainability to one individual ensures that sustainability is not addressed in an ad hoc manner or dependent on individual initiatives, but is instead planned, monitored and continuously developed as an integral part of the establishment's core operations. This role helps translate sustainability objectives into practical actions, monitor their implementation, and ensure that agreed practices are consistently integrated into day-to-day operations. Furthermore, the designated coordinator strengthens internal communication and coordination by serving as the primary point of contact for employees, management and external stakeholders on sustainability matters. This makes it easier to maintain up-to-date practices, respond to new requirements and continuously improve sustainability performance in a structured manner. Management shall appoint a permanent employee to serve as the Green Activities Coordinator. The coordinator shall have access to all information required for preparing the Green Activities application and coordinating the establishment's sustainability work. Adequate working time for fulfilling these responsibilities shall be taken into account within the coordinator's other duties. The coordinator's performance evaluation shall include the successful implementation and coordination of the establishment's sustainability work as one of the assessment criteria.

		The coordinator shall report regularly to management on the progress of the establishment's sustainability work. Establishments operating year-round shall report to management at least twice annually. Establishments providing activity program services seasonally for no more than seven months per year shall report at least once annually. Application The application shall identify the Green Activities Coordinator and specify the reporting frequency. Audit The auditor verifies that management is informed of the progress of the establishment's sustainability work and the achievement of its sustainability objectives.
1.2	The establishment has prepared a written Sustainability Plan identifying its most significant environmental and social impacts and defining its sustainability priorities and Code of Conduct.	A written Sustainability Plan is an essential management tool that enables the establishment to systematically identify and understand its most significant environmental and social impacts. By clearly assessing these impacts, the establishment can focus its resources on the areas where it has the greatest responsibility and the greatest potential for improvement, rather than addressing sustainability in a fragmented or reactive manner. This structured approach ensures that environmental and social considerations are consistently integrated into decision-making and everyday operations. Defining sustainability priority areas also enables the establishment to allocate resources effectively and establish clear objectives for its sustainability work. Furthermore, the Sustainability Plan improves transparency and accountability by enabling the establishment to communicate its priorities and monitor progress over time. This supports continuous improvement and ensures that sustainability efforts remain targeted, measurable and aligned with both operational realities and stakeholder expectations.

		The Sustainability Plan shall include at least the following: • a brief description of the establishment, its operations and operating environment; • a list of subcontractors, if tourism activities or services are outsourced; • an assessment of the establishment's most significant environmental and socio-cultural impacts, including an evaluation of their significance;* • the establishment's sustainability priority areas based on the impact assessment; • the establishment's Code of Conduct, including commitments concerning environmental protection, respect for the local community, fair treatment of employees, the welfare of tourism animals where applicable, the prevention of environmental degradation, and the minimisation of disturbance to wildlife. *The establishment may prepare the impact assessment itself based on its best available knowledge. The assessment shall describe the types of environmental degradation, pollution or impacts on the local community that the establishment's operations may cause, estimate the likelihood and severity of these impacts, and explain the measures taken to prevent or mitigate them. The assessment shall consider the direct and indirect impacts of the establishment's operations and activities on at least the following: • water bodies (e.g. eutrophication, pollution, availability of water resources); • soil (e.g. erosion, particularly on trails, slopes and shorelines);
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		• air quality and climate; • vegetation (e.g. invasive species, vulnerable or endangered species); • wildlife (e.g. invasive species, vulnerable or endangered species); • the local community (e.g. noise, light or odour disturbance, congestion, littering, infrastructure wear, privacy concerns and similar impacts). When making the assessment, the establishment may use the assessment template provided by Green Activities. The Code of Conduct shall include at least the following commitments: • The establishment complies with all applicable legislation and regulations. • The establishment ensures that all employees, trainees and volunteers are covered by occupational accident insurance. • The establishment complies with all applicable regulations concerning outdoor recreation and access to nature. • The establishment actively seeks to minimise environmental degradation and disturbance to wildlife resulting from its operations. • The establishment takes preventive measures to reduce the risk of wildfires in all its activities. • The establishment requires its subcontractors to comply with applicable legislation and the Imperative Criteria of the Green Activities certification. • Where the establishment keeps animals, it is committed to ensuring their welfare in accordance with recognised welfare recommendations and to continuously improving its competence in animal
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		behaviour, training and care. Establishments providing animal-based tourism activities shall also comply with the relevant requirements set out in Chapter 3 (Dogs/Reindeer), where applicable. The list of subcontractors and the impact assessment shall be updated in every application. The remainder of the Sustainability Plan may be up to three years old.
1.3	The establishment has set itself three sustainability objectives aimed at reducing the environmental or social impacts of its operations.	Setting at least three sustainability objectives ensures that sustainability work is concrete, targeted and measurable rather than merely descriptive. Clearly defined objectives help translate broad environmental and social commitments into practical actions that can be implemented, monitored and evaluated over time. This makes it possible to ascertain whether the establishment is genuinely reducing its impact or merely expressing its intentions. Establishing multiple objectives encourages the establishment to address different sustainability themes in a balanced manner, such as resource use, emissions, animal welfare and social responsibility. Setting more than one objective promotes continuous improvement across different areas of operation and ensures that sustainability is integrated into everyday decision-making rather than being treated as a separate topic. To fulfil this criterion, the establishment shall define at least three sustainability objectives based on the priority areas identified in its Sustainability Plan. These objectives shall aim to reduce environmental impacts or improve social responsibility. Establishments with an annual turnover below EUR 100,000 may define two objectives instead of three. The objectives shall cover at least two different dimensions of sustainability (environmental, social and/or economic sustainability). For each objective, the establishment shall specify the resources allocated for its implementation, such as working time, budget and equipment.

		Progress towards the objectives shall be reported with each renewal application, and new objectives shall be established for the following certification period. Where objectives have not been achieved, the establishment shall explain the reasons. Objectives that have already been achieved may not be reused in the next certification period, as they should promote continuous improvement. Audit The auditor verifies that the objectives are realistic and that sufficient resources have been allocated to achieve them.
1.4	The establishment cooperates annually with local stakeholders it has identified as important.	Cooperation with local stakeholders makes a tourism establishment more competitive, responsible and customer-oriented. It helps the establishment better consider the environment and the local community while reducing the risk of conflicts. For example, sharing resources and adopting responsible operating practices contribute to sustainable tourism. Furthermore, local cooperation helps retain tourism revenue within the region, diversifies the range of services available and supports the local economy as a whole. To fulfil this criterion, the establishment shall identify and cooperate with at least 2 local stakeholders (if the establishment's annual turnover does not exceed 100 000 Eur, it must cooperate with at least 1 local stakeholder). Cooperation within the meaning of this criterion includes, for example, the use of locally produced products and services in the establishment's operations, participation in tourism and regional development initiatives, and the joint development and marketing of tourism services. In this context, a local stakeholder is defined as an organisation or business operating within the same region or within a radius of 100 km outside the region. The purpose of this cooperation is also to ensure that stakeholder needs and perspectives are taken into account in the establishment's operations, and that any adverse impacts arising from the establishment's activities are identified at an early stage so that they can be effectively addressed.

		Application The application shall identify the local stakeholders with whom the establishment cooperates. It shall also include a brief description of the nature of the cooperation, its frequency and the positive outcomes achieved.
1.5	The establishment monitors its annual energy consumption and reports it as part of the Green Activities application.	Monitoring energy consumption is a key element of environmental responsibility, as it helps the establishment understand and reduce the environmental impact of its operations. Monitoring identifies sources of energy waste, such as equipment left running unnecessarily or inefficient processes, enabling improvements that increase energy efficiency. In addition, monitoring energy consumption is essential for calculating the establishment's carbon footprint. The reporting should include all energy consumed directly by the establishment's operations, including electricity consumption, heating energy and fuels, as well as fuel used by vehicles owned or operated by the establishment. • If the share of heating energy cannot be separated from total energy consumption (for example, where heating is provided by electricity), reporting the total consumption of that energy source is sufficient. • If the establishment operates in rented premises where electricity and/or heating are included in the rent and consumption data are not available, these do not need to be reported. In such cases, however, the establishment shall identify all types of energy use resulting from its own operations and describe at least one concrete measure implemented to reduce energy consumption. • Where the establishment operates in shared premises or from a home office, energy consumption may be estimated based on, for example, the proportion of floor area occupied and hours of use.

		• If an annual fuel consumption report is not available from the fuel supplier (e.g. fuel purchased from filling stations for vehicles), the establishment shall provide its own summary indicating the fuel type together with the amount of fuel consumed or kilometers driven during the reporting period. • Where biomass produced on-site (e.g. firewood) is used for heating, the application shall include a justified estimate of its annual consumption. Application The application shall include invoices or annual summaries from energy suppliers covering all types of purchased energy for the previous reporting period. The reporting period is normally the 2 latest calendar years (however, the first time when data for this criterion is reported, 1 year is sufficient, while for establishments that have only recently commenced operations, monitoring data covering the previous six months is sufficient). The electricity consumption report shall specify the source of the purchased electricity and, where necessary, be supported by a Guarantee of Origin confirming that the electricity was generated entirely from renewable energy sources and/or nuclear power. Audit During the audit, the establishment shall present a summary of its energy consumption. In renewal applications, the establishment shall also demonstrate how its total energy consumption has developed compared with the previous certification period.
1.6	The establishment monitors its annual water consumption and reports it as part of the Green Activities application.	Regular monitoring of water consumption is an important element of environmentally responsible business operations. It helps identify potential leaks and increases awareness of how operational practices influence overall water consumption.

	The application shall include the water consumption report issued by the local water utility for the previous reporting period. The reporting period is normally the 2 latest calendar years (however, the first time when data for this criterion is reported, 1 year is sufficient, while for establishments that have only recently commenced operations, monitoring data covering the previous six months is sufficient). In addition to gross consumption, the establishment is also encouraged to relate water consumption to an appropriate operational indicator such as the number of activities sold, annual turnover or the number of visitors. In the following cases, water consumption does not need to be reported: • the establishment uses its own well that is not equipped with a water meter; • the establishment operates in rented premises where water is included in the rent and consumption data are not available; • the establishment operates from a home office and does not control customer toilet facilities. In these cases, the first application shall include a justified estimate of annual water consumption based on, for example, operations regularly using water and their daily water requirements. The establishment shall also identify at least one concrete measure to reduce its water consumption. For renewal applications, the estimate shall be updated if the scale of operations has changed significantly, for example as a result of business growth. Application The application shall include the annual water consumption report. If consumption data are unavailable, the application shall include a justified estimate of water consumption together with a description of at least one concrete measure implemented to reduce water use.
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1.7	The establishment ensures that waste generated by its operations is collected, sorted and managed in accordance with waste legislation and local municipal waste management regulations. Clear waste sorting instructions are provided for both customers and staff.	Proper sorting and management of waste in accordance with waste legislation and municipal regulations is essential for reducing environmental pollution, improving recycling rates and ensuring the safe handling of hazardous and non-recyclable materials. Compliance with legal requirements also demonstrates responsible business practices and helps minimise the establishment's negative environmental impacts. Providing clear waste sorting instructions for both employees and customers ensures that waste management practices are applied consistently in day-to-day operations. This improves the overall effectiveness of waste management and promotes shared responsibility for environmental protection throughout the organisation and among its visitors. Unless waste transportation has been contracted to a waste management company, the establishment is responsible for sorting the waste generated by its operations and transporting it to an appropriate collection point. Waste containers shall be clearly labelled, and waste sorting instructions shall be available in the most commonly used languages of both customers and staff. Where appropriate, pictograms may be used to support the instructions. The burning of waste is prohibited. Application The application shall include a description of the waste types collected, their subsequent treatment, and the waste sorting instructions provided to customers and staff. Audit The auditor verifies that the waste sorting instructions are clearly displayed and that collection facilities are available for all declared waste fractions.
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1.8	The establishment monitors the amount of waste it generates annually and reports it as part of the Green Activities application.	Monitoring waste generation helps the establishment understand the environmental impacts of its operations and identify opportunities to reduce material consumption, increase reuse and improve recycling. Regular waste monitoring makes it possible to identify trends over time, evaluate the effectiveness of waste reduction measures and improve operational practices based on measurable data. Reporting waste data also enables the establishment to set realistic objectives for reducing waste generation and improving its overall sustainability performance. The objective of waste monitoring shall be to reduce the amount of mixed waste and increase the recycling rate. If the establishment generates more than 5,000 kg of waste annually, it shall prepare a waste management plan describing measures to reduce the environmental impacts of waste and improve the recycling rate. If the establishment generates only very small amounts of waste (less than 200 kg per year), or if waste management is included in the lease or land-use agreement, waste reporting is not required. In these cases, however, the first application submitted under this criterion shall include a description or justified estimate of the quantities of waste generated demonstrating why reporting is not required. The estimate shall be based on a documented one-week waste monitoring period conducted during the peak season or on other justified information. Application The application shall include the waste report for the previous reporting period and where applicable, the waste reduction plan. The reporting period is normally the 2 latest calendar years (however, the first time when data for this criterion is reported, 1 year is sufficient, while for establishments that have only recently commenced operations, monitoring data covering the previous six months is sufficient). The
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		waste report shall include both the summary provided by the waste management company and an estimate of the total quantities of waste fractions collected by the establishment itself. For renewal applications, the establishment shall compare the reported waste quantities with those reported in the previous application and explain any significant changes (more than 20 %) in the amount of waste generated.
1.9	The outdoor areas under the establishment's control are free of litter. Litter is collected regularly, and the area is equipped with covered waste bins.	Keeping outdoor areas free of litter helps maintain a clean and safe environment for both wildlife and visitors while reducing risks such as pollution and attracting pests. Regular litter collection prevents waste accumulation over time and ensures that the area remains well maintained under all conditions. Covered waste bins support proper waste management by preventing litter from being dispersed by wind, animals or weather conditions. Together, these measures promote environmental responsibility, enhance visitor experience and contribute to the overall cleanliness and sustainability of the area. If the establishment owns, manages or uses outdoor areas, it shall ensure that these areas are kept clean and free of litter. Clearly labelled, covered waste bins shall be provided for the different waste fractions. Appropriate measures shall be taken to prevent pests and wild animals from accessing the waste bins. Where activity program services are provided on land managed by others, the establishment shall remove all waste from the natural environment and transport it to an appropriate waste collection point. Waste generated during activities shall not be disposed of in waste collection points located at trailheads or in national parks that are intended for individual visitors' waste. Audit The auditor verifies the condition of the outdoor areas under the establishment's control and inspects the waste collection facilities.

1.10	The establishment annually calculates its Scope 1 and Scope 2 carbon footprint using a carbon footprint calculator that complies with the requirements of the GHG Protocol.	Calculating the annual Scope 1 and Scope 2 carbon footprint in accordance with the GHG Protocol provides a standardized and internationally recognized method for measuring the establishment's direct and energy-related climate impacts. Scope 1 covers direct greenhouse gas emissions from sources owned or controlled by the establishment, while Scope 2 covers indirect emissions associated with purchased energy. Using a calculator that complies with the GHG Protocol ensures that the results are consistent, comparable and methodologically reliable. This systematic approach enables the establishment to identify its key emission sources, monitor changes over time and establish evidence-based emission reduction targets. It also improves transparency and accountability in climate reporting, supporting informed decision-making and more effective sustainability management. The calculation shall be carried out in accordance with the GHG Protocol and include, at a minimum, all Scope 1 and Scope 2 emissions generated by the establishment, including energy consumption and any refrigerant leakage or replenishment. The emission factors used shall be based on the most up-to-date information available. Application In addition to the total result for the reporting period*, the establishment shall report the breakdown of emissions by scope, the consumption data used in the calculation and the emission factors applied. If Scope 3 emissions are included in the calculation, the establishment shall specify which emission sources are covered. *The reporting period is normally the 2 latest calendar years (however, the first time when data for this criterion is reported, 1 year is sufficient, while for establishments that have only recently commenced operations, monitoring data covering the previous six months is sufficient).
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1.11	All cleaning agents, detergents and tissue paper products used in the establishment's daily operations are eco-labelled. Cleaning agents are used according to the manufacturer's dosing instructions, and their use is justified.	The use of eco-labelled detergents, cleaning agents and tissue paper products reduces the environmental impacts of daily operations by ensuring that these products meet independently verified criteria regarding biodegradability, reduced toxicity and more sustainable sourcing. Compared with conventional alternatives, they help minimise adverse impacts on water bodies, ecosystems and human health. Following the manufacturer's dosing instructions and ensuring that the use of cleaning agents is justified further reduces unnecessary chemical consumption and waste. Correct dosing ensures effective cleaning while preventing overuse, which may increase both environmental impacts and operating costs. Together, these practices promote responsible resource use, operational efficiency and improved environmental performance. Eco-labelled detergents and cleaning products have undergone an independent assessment verifying both their cleaning performance and their reduced environmental impact. Accepted eco-labels include labels accredited in accordance with ISO 17065, such as the Nordic Swan Ecolabel and the EU Ecolabel. Application The application shall include a list of all detergents, cleaning agents and tissue paper products used in the establishment's daily operations. The list shall specify the intended use of each product together with the third-party approved eco-label it carries. This criterion does not apply to disinfectants or other cleaning products that are used only occasionally.
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1.12	The establishment enters into a written agreement with all employees, trainees and volunteers before they commence work.	Entering into a written agreement before work begins ensures that all parties have a clear understanding of the terms and conditions of employment or engagement from the outset. Written documentation also supports legal compliance and provides evidence for both the employer and the employee in the event of uncertainty or disputes. Furthermore, it promotes good induction practices by clarifying expectations and ensuring that everyone receives consistent information about their role and working conditions. An employment contract shall specify at least: • the main terms and conditions of employment and key duties; • salary and any employee benefits; • the employee's right to supervision, support and guidance. For trainees, the establishment and the educational institution shall enter into a written agreement that includes at least the following: • the trainee is assigned a workplace supervisor with the competence and resources required to provide appropriate guidance; • staff members are informed about the trainee and the training period; • concrete learning objectives and a training plan are defined for the trainee; • the establishment monitors the trainee's competence development and informs the educational institution if the learning objectives cannot be achieved; • the establishment is responsible for the trainee's occupational safety during the training period. Either the establishment or the educational institution shall insure the trainee with an occupational accident insurance during the traineeship.
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		The establishment's business operations must not rely on volunteer work, and activity program services offered to customers may not be delivered by volunteers. Volunteers may, however, be used temporarily in supporting tasks that are not directly related to organising, guiding or leading activity programs. In exceptional circumstances such as regular staff sudden illness, volunteers or trainees may complete an activity that has already commenced if regular staff members are unable to do so. If the establishment uses volunteers on a regular basis rather than only for occasional, short-term assignments, a written agreement shall be concluded with each volunteer. The agreement shall include at least: • the maximum daily or weekly working hours and the main duties; • days off and rest periods; • the type of accommodation and any other benefits provided; • occupational accident and liability insurance provided by the establishment; • the right to induction, supervision and a designated workplace supervisor. The agreement shall also clearly state that volunteers are never responsible for the establishment's operations, the delivery of activity program services, the safety of customers or staff, or the welfare of tourism animals. All employees, trainees and volunteers shall be assigned a designated workplace supervisor. The supervisor shall: • provide induction for the employee, trainee or volunteer; • participate in the planning, implementation and evaluation of any workplace training agreement or competence assessment;
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		• provide structured guidance and support; • provide regular feedback on the individual's competence development. Particular attention shall be paid to seasonal workers, trainees and volunteers arriving from abroad. All essential information shall be provided in a language they understand, and the key terms and conditions of employment (such as the applicable collective agreement, salary, working hours, holidays, leave, rest periods and other employment conditions) shall be communicated clearly. They shall also receive information on how to proceed if they encounter problems or challenges during their employment and which organisations or authorities they may contact for assistance. Audit During the audit, the establishment shall present a list of all current employees, volunteers and trainees. The list shall include each person's name, type of engagement and duration of employment or placement. Where volunteers are used on a regular basis, the auditor shall verify that written agreements have been concluded with them. Where necessary, the auditor may interview randomly selected employees, trainees or volunteers to verify that the required information has been included in the relevant agreements.
1.13	The establishment provides induction for all members of staff in accordance with a written induction plan. The induction includes the Safety Document, the requirements of the Green Activities certification and the	A written induction plan ensures that all employees receive consistent and structured orientation, improving safety, the quality of work and understanding of the establishment's procedures. Including the Safety Document as part of the induction is essential for preventing accidents and ensuring that all employees are aware of potential risks and the correct operating procedures from the beginning of their employment. Introducing the requirements of the Green Activities certification together with the establishment's sustainability objectives helps integrate responsible and consistent practices into daily operations. It ensures that employees understand both regulatory requirements and the establishment's own

	establishment's own sustainability objectives.	environmental and social objectives, supports consistent implementation across all operations and strengthens overall sustainability performance. The establishment shall maintain a written staff induction plan that includes both a safety section and a sustainability section, together with an introduction to the requirements of the Green Activities certification and the establishment's sustainability objectives. The safety and sustainability induction shall be completed before work begins or immediately after the employee starts work. The main requirements of the Green Activities certification, together with the establishment's sustainability objectives and the monitoring of those objectives, shall be presented to all employees no later than one month after the commencement of employment. The induction shall also include: • information about the Green Activities reporting channel, through which employees and customers may report non-compliance with the Green Activities criteria; • an introduction to, or refresher on, regulations governing access to and movement in natural areas; • an introduction to the local culture and operating environment, particularly for employees coming from a different cultural background. If the establishment uses subcontracted guides for at least two months per year, they shall also receive equivalent induction. Where appropriate, a shorter version of the induction plan may be prepared for short-term employees or subcontracted guides who work only for a few days, for example during the peak season. This shortened induction shall nevertheless include an introduction to the Safety Document, the Green Activities principles and the Green Activities reporting channel.
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		Application The application shall include the staff induction plan and, where applicable, the shorter induction plan for short-term employees and subcontracted guides. Audit Each employee shall confirm receipt of the induction by signing the induction record. The auditor shall verify the induction records during the audit.
1.14	All staff members receive annual training on sustainability topics relevant to their work. In establishments offering animal-based tourism services, particular emphasis is placed on training that promotes animal welfare.	Continuous development of staff competence improves the quality of the services provided by the establishment, enhances safety and increases customer satisfaction. Additional training shall be provided at least once per year and shall cover topics beyond those included in the induction plan for new employees. The training may be organised by the establishment itself or may consist of online training, webinars, themed training days or external courses. If the establishment uses subcontracted guides or temporary staff to deliver activity program services for at least two months per year, they shall also receive equivalent training. The establishment may determine the topics and content of the training. However, establishments offering animal-based tourism services shall ensure that at least one annual training session focuses on measures that promote the welfare of tourism animals.

		Application The application shall include a description of the additional training provided to staff during the previous certification period, together with the training planned for the next certification period. Audit The auditor shall review the list of training sessions and participating staff members. Participants shall confirm, by signature, that they have received the additional training.
1.15	The establishment applies Safe Space Principles in all its operations.	Applying Safe Space Principles ensures that everyone participating in the establishment's activities is treated with respect, dignity and fairness, regardless of their background or identity. This supports an inclusive environment in which discrimination, harassment and inappropriate behaviour are actively prevented and addressed. Implementing Safe Space Principles also strengthens the psychological safety of employees, customers and partners, making it easier for people to communicate openly and participate fully in activities. This contributes to better cooperation, improved well-being and a more positive, responsible organisational culture. The establishment shall ensure that everyone participating in its activity program services, as well as everyone working within the establishment, feels welcome and respected, and that no one feels excluded,

		intimidated or belittled during the activity. Employees shall be able to recognise and respond appropriately to discrimination, microaggressions and inappropriate behaviour. The establishment shall make its written Safe Space Principles available to both customers and staff. The principles shall be communicated to participants before the activity begins, either verbally or by displaying them prominently on signs, noticeboards or similar materials. If activity program services are delivered outside the premises controlled by the establishment, the Safe Space Principles shall be included in the information provided to customers in advance, for example in the booking confirmation. For staff, the principles may be introduced as part of the induction plan, displayed in staff facilities or communicated through an internal electronic communication channel. Audit The auditor shall verify that the Safe Space Principles are available to customers and staff or have been provided to them before the activity program begins.
1.16	The establishment communicates the Green Activities certification and its requirements clearly to its customers.	Clearly communicating the Green Activities certification and its requirements to customers increases transparency and helps them understand the practical sustainability measures to which the establishment is committed. Transparent communication strengthens customer confidence and enables informed decisions regarding the sustainability of the services provided. Open communication about the certification requirements also encourages responsible customer behaviour and ensures that sustainability is not limited to the establishment's internal management practices.

	The Green Activities certificate and/or logo, together with information about the certification requirements, shall be displayed prominently in the establishment's premises, marketing materials and digital communication channels. Suitable locations within the premises may include customer reception or changing areas, break shelters, vehicles used for transportation or other appropriate locations. If activity program services are provided outside premises controlled by the establishment, information about the certification shall be included in the information provided to customers in advance, for example in the booking confirmation. Customers shall also be clearly informed about the Green Activities reporting channel through which they can report any observed non-compliance with the Green Activities criteria. Information about the reporting channel and a link to it may be included in booking confirmations and on the establishment's website, but it shall also be displayed visibly at the establishment's premises, in vehicles or in other appropriate locations. The establishment shall not mislead customers or business partners by providing false or misleading information regarding, for example, the scope of the certification, the services or activities covered, the validity of the certification or the sustainability of its operations. If the establishment repeatedly provides incorrect information concerning the certification and fails to correct it despite requests to do so, the certification may be withdrawn. Audit The auditor shall verify that information about the Green Activities certification, its key requirements and the Green Activities reporting channel is clearly available to customers.
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1.17	The establishment provides its customers with an opportunity to give feedback on its operations and activity program services. Feedback is processed in accordance with a predefined procedure.	Collecting customer feedback is an essential tool for maintaining and improving quality, as it provides direct information on how well services meet customer expectations. Feedback should preferably be collected through a structured survey (e.g. rating scales, multiple-choice questions or questions relating to different aspects of the service) rather than solely through open-ended comment fields, as this makes the information clearer, more comparable and easier to analyse. To fulfil this criterion, the establishment shall collect and process customer feedback on a regular basis. Feedback may be collected through the establishment's own customer survey sent to all customers and including questions related to sustainability, through a prominently displayed electronic feedback link, or through an external feedback platform (such as TripAdvisor). Where significant issues are reported verbally, these shall also be documented. Regardless of the feedback channel used, the results shall be reviewed regularly in staff meetings and/or management meetings. Where necessary, corrective actions shall be initiated without delay. Application The application shall describe how customer feedback is collected, processed and documented, including how any actions arising from the feedback are recorded. Audit During the audit, the establishment shall present a summary of the customer feedback received and processed during the previous certification period. When fulfilling this criterion for the first time (first-time applicants and establishments applying under the new criteria for the first time), the establishment shall present the method it will use to collect and process customer feedback.
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CHAPTER 1. GOVERNANCE AND REPORTING		
GUIDELINE CRITERIA		
	Criterion	Explanatory notes
1.18	The establishment sets a concrete target for reducing its carbon footprint, evaluates progress annually, and defines the measures required to achieve the target.	Setting a concrete carbon footprint reduction target makes climate action measurable and directs the establishment's operations towards clearly defined greenhouse gas emission reductions. A well-defined target can be systematically monitored and evaluated, improving both the planning and effectiveness of climate action. Annual evaluation ensures that progress is monitored regularly and that any deviations can be addressed in a timely manner. Furthermore, defining the measures required to achieve the target makes climate action practical and integrates emission reductions into the establishment's day-to-day decision-making and operations. This criterion encourages the establishment to take proactive action to reduce its climate impacts by setting clear and measurable greenhouse gas emission reduction targets based on its calculated carbon footprint. Regular evaluation and strategic planning support accountability and continuous improvement. The establishment shall use its calculated carbon footprint as the baseline when setting a percentage-based greenhouse gas emission reduction target. The establishment shall define the baseline year, the target year, the corresponding emission values, the emission scopes included in the calculation, and the unit used for the target.

		The target shall be reviewed and updated annually. Priority shall be given to reducing Scope 1 and Scope 2 emissions before implementing measures to reduce Scope 3 emissions. The establishment shall define the measures that will be implemented to achieve the emission reduction target, such as reducing energy consumption, improving energy efficiency or installing renewable energy systems. Carbon removals and avoided emissions shall not be included in gross greenhouse gas emission reductions. Audit During the audit, the establishment shall present its annual greenhouse gas emission reduction target, the methodology used and the measures defined to achieve the target.
1.19	The carbon footprint per participant of each activity program is communicated in the marketing of the activity program.	Communicating the carbon footprint of an activity program in marketing materials increases transparency and enables customers to consider the climate impacts of the service when making purchasing decisions. It also encourages the establishment to monitor and improve the climate performance of its services and supports the development of more sustainable and lower-emission tourism products. The carbon footprint information shall clearly indicate the calculator used and the emission sources included in the calculation. At a minimum, the calculation shall include all Scope 1 and Scope 2 emissions

		of the establishment. The emission factors used shall be based on the latest available verified data. If certain Scope 3 emissions are included, their selection and assumptions shall be clearly justified. If the establishment offers customers the opportunity to compensate emissions, such compensation shall not be presented as a condition for achieving the stated carbon footprint. Even where the calculation results in no Scope 1 or Scope 2 emissions, the establishment shall not claim in its marketing that its operations or the activity program are carbon neutral. Any communication concerning the carbon footprint shall clearly specify which emission sources are included, and which calculation tool has been used. Application The application shall include a carbon footprint calculation for at least one activity program offered by the establishment, together with the website address or other communication channel where the calculated carbon footprint is made available to customers before they make their purchasing decision. The published carbon footprint information shall clearly identify both the calculation tool used and the emission sources included in the calculation.
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1.20	At least 50% of the energy used by the establishment is produced from renewable energy sources.	To reduce the establishment's environmental impacts and greenhouse gas emissions, an increasing proportion of the energy used in its operations should originate from renewable energy sources. Transitioning from fossil fuel-based energy systems to renewable energy supports climate objectives, improves the establishment's energy security and contributes to its long-term sustainability. This criterion covers all energy used in the establishment's own operations, including heating, electricity and any fuel used by vehicles. It also applies to energy used for domestic hot water production and cooking. Renewable energy may be generated on-site or purchased from an external supplier. Examples of renewable alternatives to fossil fuel- and nuclear-based energy systems include: a) solar thermal systems (e.g. solar collectors for domestic hot water or space heating); b) ground-source and air-source heat pumps; c) biogas and biomass fuels (e.g. wood chips or agricultural residues); d) wind power; e) hydropower; f) solar-powered heating and cooling systems; g) certified renewable electricity, including solar, wind and hydropower, or electricity generated from other verified renewable energy sources, including electricity used to power air-conditioning systems; h) district heating or district cooling systems primarily supplied by geothermal energy, certified sustainably produced biomass and/or industrial waste heat utilised within a renewable energy framework; i) certified sustainable biofuels (e.g. biodiesel) that comply with the EU Renewable Energy Directive (RED II / RED III) or internationally recognised certification schemes such as RSB or ISCC; j) biomass fuels (e.g. wood pellets, wood chips or briquettes).
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		Peat is not considered a renewable energy source and shall not be included in the required 50% share of renewable energy. Audit During the audit, the establishment shall present documentation demonstrating that at least 50% of the energy used in its operations is generated from or purchased as renewable energy. Acceptable documentation includes electricity or district heating contracts, fuel purchase invoices, Guarantees of Origin, or renewable energy certificates for electricity or biofuels when the energy is purchased from an external supplier.
1.21	The establishment generates or procures all the energy used in its operations from renewable energy sources.	Transitioning from fossil fuel-based energy systems to renewable energy supports climate objectives, improves energy security and contributes to the long-term sustainability of the establishment. This criterion covers all energy required for the establishment's operations, including heating, electricity and any fuel used by vehicles. It also applies to energy used for domestic hot water production and cooking. Renewable energy may be generated on-site or purchased from an external supplier. Examples of renewable alternatives to fossil fuel- and nuclear-based energy systems include: a) solar thermal systems (e.g. solar collectors for domestic hot water or space heating); b) ground-source and air-source heat pumps; c) biogas and biomass fuels; d) wind power; e) hydropower; f) solar-powered heating and cooling systems; g) certified renewable electricity;

		h) district heating or district cooling systems primarily supplied by geothermal energy, heat recovery, biomass and/or industrial waste heat utilised within a renewable energy framework; i) certified sustainable biofuels (e.g. biodiesel); j) biomass fuels (e.g. wood pellets, wood chips or briquettes). Peat is not considered a renewable energy source. Application The application shall include documentation demonstrating that the establishment generates or purchases all energy used in its operations from renewable energy sources. Acceptable documentation includes Guarantees of Origin, fuel delivery invoices, or renewable energy certificates for biofuels or electricity when the energy is purchased from an external supplier.
1.22	At least 90 % of the energy used by the establishment is produced without fossil fuels.	To mitigate climate change by reducing carbon dioxide emissions, the establishment uses fossil-free energy for its heating and energy needs. Examples of fossil-free energy sources include hydropower, wind power, solar energy, geothermal and ambient heat recovered through heat pumps, biogas, nuclear energy, the biodegradable fraction of recovered and waste-derived fuels, wood-based fuels, and other plant- and animal-based fuels. Although peat is not generally classified as a fossil fuel, its climate impacts are greater than those of, for example, lignite and hard coal. It is therefore not regarded as a fossil-free energy source under this criterion. To fulfil this criterion, the establishment shall use electricity that is produced from at least 90 % fossil-free energy sources. Likewise, at least 90% of the fuels, district heating and district cooling purchased by the establishment shall be produced from fossil-free energy sources.

		Audit During the audit, the establishment shall present documentation demonstrating that at least 90% of the energy used during the previous 12 months has been produced from fossil-free energy sources.
1.23	Reusable towels or reusable towel roll dispensers are provided in the establishment's sanitary facilities.	Disposable paper towels often account for a significant proportion of the mixed waste generated by tourism establishments. They also reinforce a single-use culture and increase waste management costs by requiring larger mixed waste containers or more frequent waste collection. Washable, reusable towels and towel roll dispensers provide a hygienic and sustainable alternative that significantly reduces the amount of mixed waste generated by the establishment. To fulfil this criterion, at least 50% of the toilet facilities intended for customers and staff shall be equipped with reusable towels or reusable towel roll dispensers. This criterion applies only to sanitary facilities under the establishment's direct control. Where the provision of sanitary equipment (such as hand towels) is included in the lease agreement for rented premises, this criterion does not apply. Application The application shall include documentation specifying: • the total number of handwashing stations in customer and staff toilet facilities; and • the proportion of those handwashing stations equipped with reusable towels or reusable towel roll dispensers.
1.24	The establishment encourages the use of environmentally friendly modes of transport for employees' commuting.	To reduce the environmental impacts of transport and promote employee well-being, the establishment supports the use of environmentally friendly modes of transport for commuting.

		Environmentally friendly modes of transport include public transport (such as buses, trains, trams and ferries), vehicles powered by electricity or 100 % renewable fuels, carpooling, shared staff transport and similar alternatives. To fulfil this criterion, the establishment shall provide practical support for choosing environmentally friendly commuting options. Examples include secure bicycle storage, shower facilities for employees commuting by bicycle, electric vehicle charging points, financial support for public transport tickets or electric vehicle parking and charging costs, free staff transport, or similar measures. Audit During the audit, the establishment shall present the measures implemented during the previous 12 months to encourage employees to use environmentally friendly modes of transport for commuting. The auditor shall verify that concrete actions have been taken.
1.25	The establishment provides employees with free or subsidised opportunities or facilities for physical activity during and/or outside working hours.	To promote employee well-being and reduce sickness-related absences, the establishment encourages an active and healthy lifestyle among its employees. This may be achieved by providing free or subsidised exercise programmes, facilities or equipment that employees can use at no cost. Physical activities may take place outside working hours; however, the establishment is encouraged to provide organised physical activities during working hours as well. Employer-funded or subsidised activities that promote physical well-being, such as relaxation sessions, yoga or massage, also fulfil this criterion. These opportunities may be provided either by the establishment itself or by an external service provider. To fulfil this criterion, the establishment shall have provided its permanent employees with weekly opportunities for physical activity for at least the previous six months. These opportunities shall be available to all permanent employees.

		Audit During the audit, the establishment shall present the measures implemented to support employees' physical activity during at least the previous six months.
1.26	The establishment has carried out a sustainability-related marketing or awareness campaign during the previous 12 months.	Sustainability communication campaigns are intended to encourage customers and stakeholders to take environmentally responsible actions. To fulfil this criterion, the campaign shall be clearly distinguishable from the establishment's routine sustainability communication, focus on a single sustainability theme, last for at least two weeks, and promote actions that the target audience can influence through their own behaviour. The campaign may be directed at customers, suppliers or other stakeholders, and it shall be visible, engaging and encourage active participation. Application Campaign materials shall be attached to the application. Audit During the audit, the establishment shall present the campaign, identify its target audience and describe the results achieved.
1.27	The establishment has prepared an annual communication plan that includes at least three sustainability-related communications each year.	Sustainability is an integral part of the establishment's business operations and communications. To increase environmental awareness among customers and stakeholders and encourage their participation in the establishment's sustainability work, sustainability communication shall be planned in advance.

		The communication plan shall define the main target groups (e.g. conference guests, leisure travellers, business travellers, families with children), communication channels, sustainability communication themes and the communication schedule. To fulfil this criterion, the establishment shall prepare an annual communication calendar covering at least the remainder of the current calendar year. The calendar shall include at least three scheduled sustainability-related communications. Application The application shall include the communication calendar for the relevant calendar year, clearly indicating the required three sustainability-related communications. If the application is submitted when fewer than three months remain in the current calendar year, the communication calendar shall instead be prepared for the following calendar year. In all other cases, the calendar may cover the current calendar year. Audit During the audit, the establishment shall present its communication plan, or the section relating to sustainability communication. The plan shall describe the communication channels, target groups, communication schedule and the key sustainability messages.
1.28	The establishment rewards customers for environmentally responsible actions.	Rewarding customers for environmentally responsible behaviour encourages sustainable choices and makes sustainability a visible part of the customer experience. Positive incentives increase customer engagement in environmentally responsible behaviour and support the establishment's own sustainability objectives.

		An effective way to encourage environmentally responsible choices is to reward customers with a product, service, discount or other benefit. Examples of actions that may be rewarded include borrowing or renting a bicycle, arriving by public transport, choosing a vegetarian meal, or collecting litter during a nature-based programme activity. To fulfil this criterion, the establishment shall recognise and reward environmentally responsible customer behaviour. Rewards may include, for example, gift vouchers, discount coupons or similar incentives. Audit During the audit, the establishment shall present the practices used to reward customers for environmentally responsible actions.
1.29	Staff members providing guidance to customers have received training on inclusion and/or cultural sensitivity within the previous 12 months.	The clientele of activity program providers is becoming increasingly diverse and international, and the varying cultural backgrounds of visitors place new demands on staff competence. To provide culturally sensitive and inclusive services, employees shall be able to recognise and accommodate customers' cultural customs, needs and potential limitations when guiding activities, delivering services and planning routes. To fulfil this criterion, staff members providing guidance to customers shall have received training in cultural sensitivity, inclusive customer service, awareness of the needs of minority groups or similar topics during the previous 12 months. At least one employee working in customer service or delivering guided activity program services shall have participated in such training, and the knowledge gained shall be shared with other staff members providing customer guidance. The establishment shall also be able to demonstrate how cultural customs are considered during programme delivery, for example regarding clothing, interaction between genders, dietary practices and religious customs.

		Application The application shall describe the training completed and explain how the knowledge gained has been shared with other staff members providing customer guidance.
1.30	The establishment provides accessible services and communicates their accessibility clearly.	Providing accessible services promotes equality and enables as many customers as possible to use the establishment's services regardless of their physical abilities. Clear communication about accessibility allows customers to assess whether the services meet their individual needs and enables them to plan and book services in advance. To ensure that employees and customers with reduced mobility can access its premises and services, the establishment shall provide barrier-free access wherever reasonably possible. Information about accessibility shall be communicated clearly to customers, staff and other users. Transparent communication regarding the level of accessibility helps users understand what to expect before their visit. To fulfil this criterion, the establishment shall provide accessible access to at least one activity program that is regularly available, one customer rest area and at least one toilet facility. Accessibility information shall also be clearly presented in the description of the service and made available before the customer makes a purchasing decision. The information shall explain what is meant by accessibility in the context of the service. Application The application shall include a link to the establishment's website or other digital communication channel where accessibility information is available.

		Audit During the audit, the establishment shall describe its procedures for serving customers with reduced mobility and explain how accessibility information is communicated on its website and at its premises.
1.31	The establishment has considered the needs of people with sensory impairments in the design of its premises, products and services.	Considering the needs of people with sensory impairments in the design of premises, products and services improves accessibility and promotes equal opportunities. Careful planning makes services easier to use for different customer groups and ensures that as many people as possible can participate safely and independently. The establishment shall demonstrate that the needs of customers with sensory impairments have been considered in the design of its premises, products and services. Examples include: • designing an activity program or route that is suitable for customers with sensory impairments; • ensuring that the establishment's digital communication is accessible, for example by providing alternative text for images and captions for visual content. Application The application shall describe how the needs of people with sensory impairments have been taken into account in the design of the establishment's premises, products and services. Where appropriate, photographs or other supporting documentation shall be attached to illustrate the measures implemented. Audit The auditor shall verify that the measures described are in place and operational.

1.32	The establishment offers traineeships and/or part-time or flexible working arrangements to long-term unemployed persons or other jobseekers facing barriers to employment.	Providing training opportunities and employment to long-term unemployed persons or other jobseekers facing barriers to employment promotes social responsibility and equal opportunities in working life. Flexible working arrangements and accessible employment opportunities can be crucial for individuals who face difficulties in securing permanent employment. At the same time, the establishment contributes to local well-being and supports the social sustainability of its community. To fulfil this criterion, the establishment shall have offered either a traineeship or employment of at least three months' duration to a long-term unemployed person or another jobseeker facing barriers to employment during the previous 12 months. Providing mandatory work placements that form a normal part of tourism-related education programmes does not fulfil this criterion. Application The application shall describe how this criterion has been fulfilled. Audit During the audit, the establishment shall demonstrate how it has implemented this criterion.
1.33	The establishment actively supports at least two regional environmental or social development initiatives.	To promote sustainable development and increase customer awareness, the establishment actively supports environmental initiatives or social development projects benefiting the local community. The supported initiatives should preferably focus on the area surrounding the establishment, although projects in other geographical areas may also be supported.

		Examples include: • tree planting; • establishing or restoring green areas; • biodiversity conservation projects, including projects related to freshwater or marine environments, ecological corridors or the restoration of natural habitats (such as creating meadows or traditional biotopes); • protection of environmentally or culturally sensitive natural areas; • projects addressing the impacts of climate change; • development of outdoor recreation opportunities, such as nature trails accessible to the general public; • cooperation with schools or other organisations engaged in environmental education or sustainability education; • cooperation with groups requiring additional social support, including vulnerable or disadvantaged groups; • initiatives promoting social justice and equal rights; • providing meeting or event facilities free of charge or at reduced cost for local organisations such as schools or non-governmental organisations; • supporting infrastructure projects, such as water supply or sanitation initiatives. To fulfil this criterion, the establishment shall actively support at least two such initiatives.
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		Audit During the audit, the establishment shall present documentation demonstrating that it has actively supported at least two environmental or community development initiatives during the previous 12 months.
1.34	The establishment provides local small businesses with the opportunity to sell sustainably produced products to visitors.	To support local socio-cultural and economic development, the establishment sells sustainably produced products from local small businesses and/or provides local small businesses with the opportunity to sell their sustainably produced products. Sales may take place through a small retail outlet or dedicated sales area on the establishment's premises, or through the establishment's website. Products may include food products, souvenirs, works of art, handicrafts or everyday consumer goods. To fulfil this criterion, the products shall be locally produced in a sustainable manner and reflect the nature, history or culture of the region. Products are considered locally produced if they are manufactured within the same region (county/province) as the establishment or within a neighbouring region located no more than 100 km from the establishment's principal place of business. A small business is defined in accordance with the definition of an SME used by Statistics Finland. Products are considered sustainably produced when they are made primarily from natural materials or materials derived from natural resources and are based on the local nature, history or cultural heritage. Audit During the audit, the auditor verifies that products from local small businesses are available for sale either on the establishment's premises or through its website.

1.35	The establishment has adopted a Sustainable Procurement Policy that guides its purchasing decisions.	The purpose of a Sustainable Procurement Policy is to promote environmentally responsible and socially sustainable suppliers and products while minimising resource consumption, waste generation and unnecessary transport. The policy may also include other procurement principles, such as supporting local sourcing, protecting human rights and promoting biodiversity. The Sustainable Procurement Policy shall establish the principles governing the selection of food products, construction materials, consumables and services purchased by the establishment. Where applicable, it shall also define the principles governing the establishment's investments, including the criteria for selecting investment targets and the use of any investment returns. The objective of the policy is to ensure a shared understanding of sustainable procurement throughout the organisation and to define the general requirements for sustainable purchasing that all employees responsible for procurement shall follow when purchasing goods and services directly from suppliers. The policy shall address both environmental considerations and social sustainability. The Sustainable Procurement Policy shall be reviewed and updated every three years. Where the establishment forms part of a national or international chain, the chain may prepare a common Sustainable Procurement Policy for use by all establishments within the chain. Once adopted, the policy and its contents shall be communicated to all employees. Application The application shall include the establishment's Sustainable Procurement Policy, which shall be no more than three years old. Audit
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		During the audit, the establishment shall present its Sustainable Procurement Policy and explain how employees responsible for procurement have been introduced to the policy and trained in its implementation.
1.36	The establishment has a Crisis Communication Plan for unexpected and exceptional situations.	The establishment shall maintain a Crisis Communication Plan to ensure that communication during emergencies or exceptional situations is timely, accurate and well coordinated. Having a predefined plan enables the establishment to respond immediately without unnecessary delays. Effective crisis communication reduces rumours and misunderstandings while protecting the establishment's reputation. A Crisis Communication Plan ensures that the establishment can respond to difficult situations in a controlled and credible manner. The plan shall define: • the management structure during crisis situations; • roles and responsibilities; • operational procedures; • internal communication procedures; • external communication procedures. The plan shall also designate the person responsible for crisis communications. Application The application shall include the establishment's Crisis Communication Plan, signed and approved by the establishment's management. The plan shall be no more than five years old.

CHAPTER 2. ACTIVITY PROGRAMS

IMPERATIVE CRITERIA

	Criterion	Explanatory notes
2.1	The establishment has an agreement with the owner or manager of the area where it provides activity program services. The establishment has also prepared written guidelines for staff on responsible conduct in natural areas and visitor destinations.	Providing tourism activities in protected areas and recreational areas managed by Metsähallitus requires a partnership agreement with Metsähallitus. In addition, an annual user fee based on visitor numbers shall be paid for the use of recreational infrastructure. When operating in protected areas, the establishment shall comply with the more restrictive access rights that apply, such as the obligation to remain on designated trails, the prohibition of making open fires outside designated fireplaces, and restrictions concerning the collection of berries, mushrooms and other plant materials. When operating in natural environments, the establishment shall identify the key behavioural characteristics of the wild animal species occurring in the area and take these into account in its operations. This includes, for example: • maintaining an appropriate distance from wildlife; • prohibiting the feeding of wild animals; • taking breeding, nesting and calving seasons into account; • safeguarding the tranquillity of resting and feeding areas; • avoiding excessive noise and sudden movements; • planning routes so that sensitive habitats are avoided.

		The establishment shall plan its operations and activity program services so that they do not adversely affect wildlife, cause excessive wear to the terrain, contribute to littering or water pollution, or reduce the ability of other visitors to enjoy natural or recreational areas. Particular attention shall be paid to the prevention of wildfires whenever activity program services involve open fires or take place in natural areas during periods when a wildfire warning is in force. To ensure that staff members are familiar with these principles, the establishment shall maintain written guidelines describing the appropriate conduct when operating in natural environments and visitor destinations. Where activity program services are provided on land managed by Metsähallitus, the establishment shall have a valid partnership agreement with Metsähallitus. Where services are provided on privately owned land, an equivalent agreement shall be concluded with the landowner. In urban environments, the partnership agreement may be replaced by a cooperation agreement with the organisation responsible for managing the principal visitor sites. Audit The auditor shall verify that the establishment has concluded an agreement with the owner or manager of the area where activity program services are provided. The auditor shall also verify that the establishment has prepared written operating guidelines for activities taking place in natural environments and that these guidelines are included in the staff induction materials.
2.2	The establishment provides only activity program services where the physical, psychological and social risks to participants and	Assessing the risks associated with activity program services and ensuring that they remain at an acceptable level is essential for safe and responsible operations. Taking physical, psychological and social risks into account protects customers, staff and third parties, reduces the likelihood of accidents and harmful experiences, and ensures that services can be delivered safely to different customer groups.

	third parties are maintained at an acceptable level.	The establishment shall be familiar with the legislation, standards, regulatory guidance and recognised industry best practices applicable to the services it provides. It shall identify the hazards and risks associated with its activity program services in advance and take measures to eliminate or reduce them to an acceptable level. Hazard identification and risk management shall be documented, for example as part of the Safety Document. The establishment shall maintain a written Safety Document describing how the safety of its services is ensured. Where applicable, the document shall include: • the methods used in delivering the service; • equipment, tools and personal protective equipment; • operating procedures; • the operating environment and the conditions required for safe operation; • staff responsibilities; • staff qualifications and required staffing levels; • operational supervision during service delivery. The Safety Document shall also take into account the specific needs of vulnerable customer groups. Furthermore, the Safety Document shall identify all risks associated with the activity program services or the establishment's operations whose likelihood or severity is assessed as moderate or higher. Risks shall be evaluated from the perspectives of customers, staff and, where applicable, tourism animals used in the activities.
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		The document shall clearly describe the concrete measures implemented to reduce the likelihood of the most significant risks. It shall also identify the person responsible for crisis communications and for submitting notifications to the Finnish Safety and Chemicals Agency (Tukes) where required. Application To fulfil this criterion, the application shall include the Safety Document containing the information described above.
2.3	The establishment maintains records of near misses and accidents, uses them to improve its operating procedures, and reviews lessons learned with its staff on a regular basis.	Systematic recording of near misses and accidents is an essential part of the continuous improvement of safety. Analysing these incidents helps identify operational risks, deficiencies in procedures and opportunities to prevent similar incidents from recurring. This enables safety improvements to be made proactively rather than only after a serious accident has occurred. Regularly reviewing observations with staff strengthens the establishment's safety culture, increases awareness of risks and ensures that lessons learned are incorporated into everyday operations. It also encourages employees to participate actively in improving safety and to report their observations openly, thereby supporting responsible and safe operations in the long term. To fulfil this criterion, the establishment shall maintain records of accidents and serious hazardous incidents, continuously improve the safety of its operations, and monitor developments in the safety performance of its activity program services. Application The application shall include a summary of the serious hazardous incidents and accidents that occurred during the previous certification period in connection with the establishment's activity program

		services. The summary shall demonstrate that each incident has been reviewed with the guiding staff and describe the improvements made to operating procedures as a result. The incident records shall be accessible to all guiding staff, and familiarisation with the records shall form part of the staff induction plan. If hazardous incidents have occurred during the previous 12 months, any notifications submitted to the Finnish Safety and Chemicals Agency (Tukes) shall also be attached to the application. Audit During the audit, the establishment shall present the procedure used to record lessons learned from near misses and accidents and explain how these lessons are incorporated into the continuous development of its operations.
2.4	The establishment provides customers with a description of its activity program services, including their level of difficulty and any required equipment, before the purchasing decision is made.	Providing customers with information about the content, level of difficulty and required equipment of activity program services before the purchasing decision enables them to assess whether the service is suitable for their skills, health condition and expectations. Adequate pre-booking information reduces misunderstandings, improves the customer experience and helps customers prepare appropriately for the activity. Clear communication also enhances safety, as appropriate equipment and a realistic understanding of the activity's level of difficulty reduce the risk of accidents and help prevent customers from participating in activities that exceed their abilities. At the same time, the establishment operates responsibly and transparently by providing customers with all essential information before they make their purchasing decision.

		The establishment shall provide a written and/or visual description of each activity program as part of its marketing materials or other pre-booking information. The description shall provide sufficient information about the activity program and its level of difficulty through text, images or both, enabling customers to assess whether the activity is suitable for them. Where participation requires specific skills, equipment or a particular level of physical fitness, this information shall be clearly stated in the description. The description shall be available to customers before they make their purchasing decision. Where the establishment provides activity program services as a subcontractor to another tourism business responsible for marketing the services to end customers, the establishment shall demonstrate that it has informed the contracting party about the level of difficulty of the services. This may be demonstrated, for example, by providing a product description, contract or other relevant documentation. Audit The auditor shall verify that the required information is available to customers or contracting partners before the purchasing decision or subcontracting agreement is made.
2.5	Staff members guiding activity program services possess qualifications and competence appropriate to the level of difficulty of the activity program services they deliver.	Adequate competence among staff guiding activity program services is essential for delivering safe, high-quality and responsible services. Guides' qualifications and expertise shall correspond to the level of difficulty of the activities they lead, enabling them to anticipate risks, respond appropriately in emergency situations and guide customers safely under different conditions. Competent staff also enhance the customer experience by increasing customer confidence and ensuring that activity program services are delivered consistently and in accordance with good professional practice.

	The establishment shall ensure that all staff members providing guided activity program services possess sufficient professional competence and first aid skills for the activities they lead and are familiar with the operating area and local conditions. Where subcontractors are used to deliver activity program services, the establishment shall also verify their competence. The required level of professional competence depends on the risks associated with the activity program and the operating environment: • Where the activity is low-risk, technically easy and carried out under the supervision of an experienced lead guide in an area where emergency assistance is readily available, the guide shall have received at least two weeks of job-specific induction training. • Where the activity involves moderate risks, includes some more demanding sections, but is still conducted under the supervision of an experienced lead guide in an area where emergency assistance is readily available, the guide shall have at least four months of relevant work experience. • Where the activity program involves significant risks, takes place in a remote or difficult-to-access area, and/or is conducted without the supervision of an experienced lead guide, the guide shall hold a relevant vocational qualification or have at least two years of relevant professional experience. All staff members guiding excursions or activity program services shall hold a valid basic first aid certificate covering at least eight hours of training, including practical exercises. In addition, the guide responsible for each activity program shall hold a valid EA1 (Emergency First Aid Level 1) certificate or an equivalent qualification comprising at least 16 hours of first aid training. Where activity program services involve particularly high risks, for example due to remote operating environments where emergency assistance may be significantly delayed or because of the nature of
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		the activity (such as white-water rafting), at least the lead guide shall hold an EA2 (Emergency First Aid Level 2) certificate or an equivalent qualification. Furthermore, all guides shall possess sufficient knowledge of local conditions and be able to interpret and communicate the local culture while taking into account the cultural backgrounds of visitors. Where trainees or apprentices are employed, the establishment shall prepare a competence assessment for each individual and, based on this assessment, an individual training plan under which responsibilities and the level of independent work are increased progressively. The establishment shall maintain an up-to-date register of staff first aid qualifications and their validity periods. It shall monitor the validity of these qualifications and ensure that refresher training is completed before certificates expire. Audit During the audit, the establishment shall present up-to-date documentation demonstrating the professional qualifications and first aid competence of its staff.
2.6	Before the start of every activity program, the establishment instructs participants on how to participate safely and how to protect the environment and biodiversity during the activity.	Providing safety and environmental instructions at the beginning of each activity program ensures that all participants have the knowledge required to act safely and responsibly throughout the activity. A common briefing reduces the risk of accidents, clarifies participants' responsibilities and helps ensure that activities can be conducted safely even under changing conditions.

	Instructions concerning the environment and biodiversity help customers understand the environmental impacts of their own behaviour and encourage them to act in ways that minimise disturbance to nature. In this way, the establishment promotes responsible behaviour in nature and ensures that customers actively contribute to environmental protection as part of the activity program. In addition to safety instructions necessary for participation, the establishment shall instruct customers on responsible behaviour in natural environments so that vegetation is not damaged and wildlife is not disturbed, stressed or harmed. Customers shall receive the relevant instructions before the activity program begins, either: • in writing with the booking confirmation; • on information boards displayed in customer areas; or • verbally as part of the safety briefing. The environmental guidance may be incorporated into the general safety briefing or presented as a separate section. Where relevant to the activity program, it shall include at least the following: • smoking and the use of open fire, particularly during periods when a wildfire warning is in force; • consideration for traffic and other users of the route; • collection and sorting of waste generated during the activity; • toilet practices in natural environments and when using dry toilets;
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		• prevention of terrain erosion; • protection of water resources and water bodies; • restrictions on collecting wild plants; • prohibition of disturbing or feeding wild animals; • where animal-based tourism activities are provided, instructions on approaching, handling and photographing tourism animals. Application The application shall include the written checklist used by staff when briefing customers. This checklist shall form part of the staff induction plan. Audit The auditor shall participate in the customer briefing at the beginning of an activity program and verify that the topics listed above are covered. Where written instructions are provided to customers before the activity, these shall be attached to the application.
2.7	The establishment actively minimises the adverse impacts of its operations on nature and local communities.	Identifying and actively mitigating the adverse impacts of tourism activities on nature and local communities is a fundamental element of responsible tourism. Recognising these impacts helps reduce environmental degradation, disturbance to wildlife and pressure on local resources, while also supporting the well-being of local residents and strengthening the social acceptance of the

	establishment's operations. Minimising adverse impacts also contributes to the implementation of the principles of sustainable tourism. Where activity program services include activities based on local culture, the establishment shall ensure that these are not presented in a misleading or inappropriate manner. The local community shall be given an opportunity to participate in the development of cultural activities to ensure that they are authentic and respectful of local traditions and values. Where the establishment operates within the Sámi Homeland, it is recommended that the guidance contained in the <i>Code of Conduct for Visitors to the Sámi Homeland</i>, published by Metsähallitus, be taken into account. To fulfil this criterion, the establishment shall evaluate the environmental and social impacts identified in its Sustainability Plan at least once every two years. In addition, the establishment shall provide the local community with an opportunity to give feedback on its operations at least once every two years and shall take action to reduce any adverse impacts identified. Consultation with the local community may, for example, be carried out by: • distributing a survey to neighbouring residents on a regular basis; or
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	• organising an open meeting to which local residents are invited. Where the establishment operates in an urban environment, written feedback shall instead be requested from the organisation responsible for managing the principal visitor sites. Application The application shall include: • the results of an impact assessment that is no more than two years old; and • written evidence demonstrating that the views of the local community, or of the organisation responsible for managing the visitor sites, have been sought during the previous 12 months as part of the establishment's efforts to minimise the impacts of its operations.
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CHAPTER 2. ACTIVITY PROGRAMS		
GUIDELINE CRITERIA		
	Criterion	Explanatory notes
2.8	If the establishment offers snowmobile excursions or other activities involving motor vehicles, participants are always instructed on matters such as fuel-efficient driving, erosion prevention and noise reduction.	Providing instructions for activity program services involving motor vehicles helps reduce environmental impacts and promotes safer driving practices. Fuel-efficient driving reduces fuel consumption and emissions, while practices that minimise erosion and noise help protect the natural environment and reduce disturbance. Clear instructions ensure that customers know how to operate responsibly and with due consideration for the environment throughout the activity program. Fuel-efficient driving, or eco-driving, reduces fuel consumption, emissions and vehicle maintenance costs. The key principles are anticipatory, smooth and calm driving, avoiding unnecessary braking and acceleration. Important practices include maintaining sufficient safety distances, using engine braking where applicable, selecting the correct gear and maintaining a steady speed. To fulfil this criterion, customers participating in activity program services involving self-driven motor vehicles shall always receive driving instructions at the beginning of the activity. Where relevant to the activity program, the instructions shall include the following: • Steady speed and low engine revolutions: avoid sudden acceleration and aggressive driving. A smooth and moderate speed helps keep engine noise low. • Anticipatory driving: observe the terrain and route ahead. Anticipatory driving reduces the need for sudden braking and repeated acceleration.

		• Staying on designated routes: drive only on marked tracks and routes. • No off-road driving: unrestricted off-road driving is prohibited, as it causes the greatest disturbance to nature and the surrounding environment. • Consideration for residential areas, sensitive natural sites and wildlife: reduce speed significantly near settlements, holiday homes, areas requiring tranquillity and wildlife. • Driving times and noise levels: avoid loud driving late in the evening or early in the morning near residential areas. • Switching off the engine: when stopped, turn off the engine if the waiting period is prolonged. Audit During the audit, the auditor shall participate in the customer briefing for a motorised activity program and verify that appropriate driving instructions are included.
2.9	All motorised activities offered by the establishment are carried out using electric vehicles.	The use of electric vehicles in motorised activities significantly reduces local emissions, noise disturbance and the use of fossil fuels. This improves both the quality of the natural environment and the customer experience, particularly in environmentally sensitive areas. Electric vehicles support the establishment's transition towards lower-emission operations and reduce the climate impacts of its activities. At the same time, they support the practical implementation of sustainable tourism principles.

		The environmental benefits of electric vehicles relate particularly to emissions during operation and energy efficiency. Key benefits include: • No exhaust emissions during driving, such as carbon dioxide, nitrogen oxides or particulate matter, significantly improving local air quality. • Lower life-cycle carbon footprint: although battery production is energy intensive, the overall carbon footprint of an electric vehicle is considerably lower than that of a comparable internal combustion engine vehicle. • Energy efficiency: electric motors are significantly more energy efficient than internal combustion engines. • Possibility to use electricity generated from renewable energy sources, such as wind, solar or hydropower, or from nuclear power for charging. • Battery recyclability: minerals and other materials used in batteries can be recycled, reducing the need for virgin raw materials. • Lower noise levels: electric vehicles are quieter, reducing traffic-related noise pollution. Application The application shall include a description of the vehicles used in the establishment's activity program services. The documentation shall demonstrate that all motorised activity program services are carried out using electric vehicles.
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		This criterion does not apply to support or maintenance vehicles that are not used to transport customers.
2.10	All activity program services offered by the establishment are carried out using human-powered means of movement.	Activity program services based on human-powered movement significantly reduce environmental impacts such as emissions, noise and terrain degradation. They are generally also less intrusive in sensitive natural environments, which supports the conservation of biodiversity. At the same time, human-powered activities promote customer well-being and provide an authentic nature experience without the adverse impacts associated with motorised transport. This supports the principles of sustainable tourism. Audit During the audit, the establishment's activity program offering shall be reviewed on its website and/or in other marketing materials to verify that no motorised activities are included. This criterion does not apply to transportation provided to customers to reach the starting point of the activity program, nor does it apply to maintenance or support vehicles.
2.11	The establishment encourages customers to travel to the	Encouraging customers to choose environmentally responsible modes of transport helps reduce the overall climate impact of activity program services, a significant proportion of which may result from

	starting point of the activity program by public transport or other low-emission means of transport.	travel to and from the destination. This supports emission reductions and promotes more sustainable mobility solutions. It also increases customers' awareness of the environmental impacts of their travel choices and encourages more responsible mobility choices both during travel and in everyday life. In this way, the establishment contributes more broadly to promoting sustainable transport. For the purposes of this criterion, public transport means regularly operated transport services for which anyone can purchase a ticket either in advance or at the beginning of the journey. Low-emission means of transport include bicycles and other human-powered forms of transport, as well as electric vehicles. Encouraging their use means actively providing customers with information and guidance on how to use these transport options. In the case of electric vehicles, the establishment shall also provide charging facilities or communicate information about available charging options as part of the pre-arrival information. To fulfil this criterion, the establishment shall include information in all booking confirmations explaining how customers can reach the activity program using public transport or other low-emission means of transport. The same information shall also be clearly available on the establishment's website.
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		The criterion is also fulfilled where the establishment always provides, or includes as part of the service, shared transportation from a location that customers can reach by public transport or human-powered means of transport. If the establishment operates in an area where there is no regular public transport, where public transport schedules do not allow customers to participate in the activity program services, and where shared transportation cannot reasonably be provided, this criterion does not apply. Audit During the audit, the auditor shall verify that guidance on the use of public transport and other low-emission means of transport is clearly available on the establishment's website and in booking confirmations.
2.12	All activity program services offered by the establishment are accessible by public transport.	CO2 emissions generated by participants travelling to the activity location can significantly increase the overall environmental impact of activity program services. By designing its activity program services so that they can be reached by public transport, the establishment can contribute to a low-carbon society and support the green transition. To fulfil this criterion, all activity program services offered on a regular basis shall be accessible by public transport. When planning activity program services, the establishment shall take local public

		transport timetables into account when determining activity start and end times and shall make use of nearby public transport stops as programme starting points where appropriate. If the establishment operates in an area without regular public transport, or if public transport timetables do not enable customers to participate in the activity program services, this criterion does not apply. Application The application shall include information on how all regularly offered activity program services can be accessed by public transport.
2.13	Meals served to customers regularly include locally produced, Fairtrade or organic food products and ingredients.	The establishment's sustainability work shall also be reflected in the meals it serves and in the ingredients used. In addition to environmental requirements, certified organic food production includes requirements concerning the welfare of farm animals. Fairtrade certification, in turn, focuses on ensuring a sufficient and fair livelihood for agricultural producers. Using locally produced food can reduce the environmental impacts associated with food transport and provide significant support to the local economy. Organic and Fairtrade products shall be certified under nationally or internationally recognised schemes, such as Fairtrade, Rainforest Alliance or Luomu.

		For the purposes of this criterion, locally produced products are products and ingredients produced within the same region or in a neighbouring region no more than 100 km from the establishment. Food produced by the establishment itself, as well as wild berries and mushrooms collected within 100 km of the establishment, are also considered local products. To fulfil this criterion, the establishment shall regularly use local, organic or Fairtrade products from at least three different product categories. Audit During the audit, the establishment shall present a list of the organic, Fairtrade and/or locally produced products regularly used as ingredients in food and beverages served as part of its activity program services. Products shall represent at least three different product categories.
2.14	Catering included in activity program services is also available as a vegetarian option.	The climate impact of vegetarian food is generally lower than that of meals containing meat, particularly red meat, and the fibre contained in plant-based foods supports digestion and general well-being. Vegetarian diets are becoming increasingly common, and a growing number of customers expect meat- and fish-free alternatives to be available. To fulfil this criterion, the establishment shall either provide a vegetarian option as part of all catering or clearly inform customers that a vegetarian meal can be ordered in advance.

		For the purposes of this criterion, vegetarian food means food that does not contain meat or fish. Eggs and dairy products are permitted. If the standard meal includes a meat- or fish-based main course, the vegetarian alternative shall include an equivalent source of protein. Application The application shall include a description of the catering provided as part of activity program services and the corresponding vegetarian alternatives. Where relevant, the vegetarian alternative shall include a protein source equivalent to that provided by the meat or fish option. If none of the activity program services offered by the establishment include food or beverage service, this criterion does not apply.
2.15	All employees guiding activity program services have received additional safety training within the previous 24 months.	Regular supplementary safety training ensures that the competence of staff guiding activity program services remains up to date. It helps employees identify risks, respond appropriately in exceptional situations and deliver activity program services safely even under changing conditions. Up-to-date safety competence improves the safety of both customers and staff and supports high-quality and responsible service delivery. Safety training may include, for example, MATUPA training, fire extinguishing training, rescue exercises or other training that develops relevant safety competence. Basic first aid training is not considered

		supplementary training under this criterion, as first aid competence is already required under the Imperative Criteria. If a member of the guiding staff has completed a relevant vocational qualification during the previous two years and the studies included equivalent safety training, this also fulfils the criterion. Where self-employed guides or other guides working as subcontractors were part of the establishment's guiding staff during the reporting period, the training requirement shall also apply to them. Application The application shall include documentation of the supplementary safety training received by guiding staff during the previous 24 months.
2.16	All employees guiding nature-based activities have completed a qualification that provides competence in nature guiding.	To ensure adequate knowledge of nature, professional competence and the quality of nature guiding, staff members providing nature-based guidance shall have appropriate training. Establishments offering dog sledding or reindeer activities shall also have employees with specific competence in animal care and behaviour. Qualifications that fulfil this criterion include, for example, wilderness and nature guide qualifications, national park guide qualifications, other relevant vocational qualifications, and higher education

		degrees in biological or life sciences. Qualifications in animal behaviour, animal training and animal care also fulfil the requirements of this criterion. To fulfil this criterion, the lead guide responsible for each nature-based activity shall hold one of the qualifications described above. Where subcontracted guides are used as lead guides, the criterion also applies to them. If the establishment does not provide any activity program services in natural environments or any activities involving tourism animals, this criterion does not apply. Audit During the audit, the establishment shall present a list of its lead guides and the qualifications demonstrating their competence in nature guiding.
2.17	The establishment does not organise fireworks displays or take tourism animals to events where fireworks are used.	Fireworks can cause significant disturbance to both wild and domestic animals, as loud explosions and flashes of light may trigger flight responses, panic and even life-threatening stress. The most severe fear and escape responses generally occur within approximately five kilometres of the launch site, although disturbance may extend up to ten kilometres away. To protect animals from stress, the establishment shall refrain from organising fireworks displays and from taking tourism animals under its responsibility to events where fireworks are used. Particular

		attention shall be paid to activity program services taking place around New Year, ensuring that tourism animals are not exposed to fireworks during transportation or while waiting for customers. This criterion does not apply to situations where tourism animals kept at their normal premises are exposed to light or noise from fireworks taking place outside the establishment's own area. However, the establishment is encouraged to reduce the resulting stress where possible, for example by temporarily relocating the animals. Even where the establishment does not itself own tourism animals, it shall refrain from organising fireworks displays in order to fulfil this criterion. Application The application shall include a written commitment not to organise fireworks displays and, where applicable, a description of the measures used by the establishment to prevent or reduce stress caused to animals by fireworks.
2.18	If the establishment offers Northern Lights excursions, a maximum driving distance and/or duration is defined in advance for the search for the Northern Lights.	Promising customers in advance that the Northern Lights will be seen, commonly referred to as a “Northern Lights guarantee”, creates and reinforces a misleading impression that a natural phenomenon can be predicted or guaranteed as a tourism product. It may also place unreasonable pressure on staff.

		In order to fulfil such promises, vehicles may be driven for several hundred kilometres during a single night. The environmental impact of Northern Lights excursions increases directly in relation to the distance driven during the activity. To fulfil this criterion, the establishment shall define and communicate in advance the maximum driving distance and/or time that may be used during an excursion in an attempt to find the Northern Lights. Marketing materials and booking confirmations shall clearly state that the visibility of the Northern Lights is uncertain and cannot be guaranteed. Application The application shall include a booking confirmation and a link to the website or booking channel where this information is clearly presented in languages understood by customers. If the establishment does not offer Northern Lights excursions, this criterion does not apply.
2.19	If the establishment markets activity program services provided by subcontractors, those subcontractors are also sustainability certified.	The use of subcontractors is common in the activity program sector, particularly during peak seasons when demand may increase significantly for a short period. Some activity program establishments produce certain activities themselves while regularly purchasing others from subcontractors. From the customer's perspective, however, the service is associated with the establishment from which it was purchased. To ensure that subcontractors are also committed to responsible operations, the establishment is encouraged to require them to hold recognised sustainability certification.

		To fulfil this criterion, the establishment shall commit to requiring sustainability certification from all subcontractors that provide activity program services on its behalf. Where subcontractors provide animal-based tourism activities, they shall hold the Green Activities certification or an equivalent certification that includes requirements concerning the working and living conditions of tourism animals. If the establishment does not use subcontractors, this criterion does not apply. Application The application shall include a list of all subcontracting establishments providing activity program services on behalf of the establishment, together with electronic copies or photographs of their valid sustainability certificates.
2.20	The establishment offers at least one activity program whose primary objective is to promote the circular economy, biodiversity, ecosystem well-being or local cultural heritage.	Responsible activity program services increase participants' understanding of the importance of protecting biodiversity, ecosystem services and cultural heritage. At the same time, they encourage customers to take action to support these themes in their everyday lives.

		To fulfil this criterion, the establishment's regular programme offering shall include at least one guided activity whose main content relates to one or more of the following: • identifying basic natural phenomena, such as weather, animal tracks, plants, animals or landforms; • responsible use of materials, including avoiding synthetic materials and favouring recycled and natural materials; • controlling invasive species; • improving habitats or nesting conditions for wild animals; • practical skills that help reduce overconsumption and single-use culture, such as repairing, restoring or refurbishing; • traditional skills, such as preparing traditional foods and beverages, traditional handicrafts or agricultural practices, traditional music or dance; • creating art or practical items from natural or recycled materials. To fulfil the criterion, the programme shall include active participation by customers rather than passive listening only. It shall also provide information on how the activity supports sustainable everyday living, for example through energy saving, material recycling, respect for nature or preservation of traditional skills. Application
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		The application shall include a description of the activity program services offered by the establishment that fulfil this criterion.
2.21	During the previous 12 months, the establishment has participated in training on regenerative tourism or has developed a regenerative tourism product based on such principles.	Regenerative tourism is a form of tourism that aims to leave a destination in a better condition after a visit than it was before. It goes beyond sustainable tourism by actively seeking to restore, improve and revitalise local nature, culture and communities. To fulfil this criterion, the establishment shall demonstrate that it has completed at least one of the following actions during the previous 12 months: • participated in training covering the basic principles of regenerative tourism; • participated in a regenerative tourism training programme lasting at least three days and including both theory and practical workshops; • identified the unique characteristics of its operating environment and the needs for regeneration from the perspective of nature and/or the local community, and documented what should be restored, preserved and regenerated; • developed and commercialised at least one regenerative tourism product that demonstrably improves the well-being of the local community and/or natural environment. For verification, the application shall include a description of the identified baseline situation, the measures included in the product and the achieved or intended outcome. For example: eutrophication of a

		water body → activity program services including measures to reduce and ultimately prevent eutrophication → achieved or targeted result; participated in a multi-stakeholder network or community promoting regenerative tourism. In consecutive years, the establishment shall undertake progressively more extensive measures from the list above in order to continue fulfilling the criterion. Application The application shall include a description of how the establishment fulfils this criterion.
2.22	The establishment offers nature-based activity program services in locations or at times when visitor numbers are lower.	The concentration of guided nature activities in the most popular destinations can cause overcrowding, wear and tear on natural environments and infrastructure, and increased dissatisfaction among local residents. The quality of the visitor experience may also decline when natural attractions become overcrowded. By directing excursions and activity program services to routes, destinations or time periods with lower visitor numbers, the establishment can reduce congestion and environmental wear while also contributing to a more balanced distribution of tourism revenue over time and across different areas. To fulfil this criterion, the establishment shall offer at least one nature-based activity program outside the most popular visitor destinations in the area. The programme shall always use existing routes and shall not cause littering or interfere with the ability of other users to enjoy the natural area.

		The establishment shall also have written permission or an agreement with the landowner authorising the use of the area or route for activity program services. Application The application shall include a description of the nature-based activity and route that fulfil this criterion, together with justification explaining why the activity is considered to take place outside the area's most popular nature destinations or peak seasons. Audit During the audit, the agreement with the landowner concerning the use of the area for activity program services shall be reviewed. If the activity program services are carried out on land controlled by the establishment, the application shall instead include a description of the measures implemented to prevent excessive wear and degradation of the natural environment.
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CHAPTER 3 A SLED DOGS

IMPERATIVE CRITERIA

3.1 A	Each dog has its own safe doghouse providing adequate insulation and ventilation.	A dog's welfare requires a safe doghouse that protects it from varying weather conditions while providing adequate warmth, ventilation and a comfortable place to rest. Having its own doghouse also reduces stress, supports the dog's health and enables species-specific behaviour. Appropriate housing conditions are a fundamental requirement for the responsible treatment of animals and a key element of promoting animal welfare. Each adult dog shall have its own doghouse, or its own compartment within a shared doghouse. The doghouse's floor shall be raised above ground level and remain dry even during snowmelt. In addition, the doghouse shall be fully insulated (roof, walls and floor) with insulation equivalent to at least 5 cm of expanded polystyrene (EPS). Where the establishment uses sled dogs with a thin undercoat (so-called Eurohounds), heated doghouses shall be provided during cold weather. If legal requirements become more stringent in the future, the updated requirements shall always be complied with (for example regarding insulated doghouse flaps or entrance vestibules preventing wind and rain from entering the doghouse). doghouses shall be cleaned regularly and disinfected annually. Each disinfection shall be recorded in a logbook, which will be reviewed during the audit.
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		Where the establishment occasionally (less than once per week) organizes overnight winter excursions involving travel from one location to another, dogs shall be accommodated in at least a lightweight insulated doghouse or a transport trailer with an insulated floor and suitable bedding. Dog coats shall also be provided where necessary. Where overnight excursions are offered regularly (weekly or more frequently), dogs shall be provided with fully insulated doghouses equivalent to those used at their permanent housing facilities. Even during occasional overnight excursions, dogs shall be allowed to exercise and relieve themselves at least every eight hours, unless they are able to leave the doghouse freely to access an exercise enclosure or chain run whenever they choose. Audit During the audit, the auditor shall inspect a random sample of 5% of the doghouses. From 1 January 2027, all doghouse s shall be fully insulated (walls, roof and floor).
3.2 A	The dogs' housing areas are cleaned at least once daily, and bedding is replenished or replaced whenever necessary.	Regular cleaning of dog housing areas and proper maintenance of bedding are essential for the health and welfare of the dogs. Clean housing reduces the spread of disease and other health risks while improving the dogs' comfort. Adequate, dry bedding helps maintain warmth, provides a comfortable resting place and supports the dogs' welfare, particularly under changing weather conditions.

		Application The application shall specify the bedding materials used in the doghouse. Each doghouse shall always contain a dry bedding material, such as sawdust, peat, wood fibre or a similar material. Bedding shall completely cover the doghouse floor to a minimum depth of 5 cm. Bedding shall not be frozen. Audit The auditor shall inspect a random sample of 5% of the housing areas. At the time of the audit, no individual housing area shall contain more faeces than could reasonably have accumulated during one day. The auditor shall also verify that: • bedding is present to a minimum depth of 5 cm; • the bedding is not frozen; and • the doghouse floor is neither bare nor wet.
3.3 A	Dog enclosures are safe and of	The Finnish Animal Welfare Act requires that animals are able to move freely within their enclosure

	adequate size. No more than 25 % of the establishment's dogs are kept on chains.	and are not kept continuously tethered. Although tethering dogs is permitted under certain conditions, sled dogs should always primarily be housed in enclosures. Several compatible adult dogs (e.g. 2–4 individuals) may be housed in the same enclosure, provided that: • the dogs are socially compatible and accustomed to living in a group: the grouping shall take into account the dogs' social compatibility and special needs, including elderly and very young dogs. • the enclosure is sized according to the number of dogs so that each dog has sufficient space to rest and move around • the enclosure has more than one resting place/shelter so that the dogs can withdraw from one another if they wish • feeding and the allocation of resources can be managed without competition or stress • staff monitor the group dynamics and intervene promptly in conflicts when necessary In addition, it is recommended that no more than two dogs be housed in the same enclosure, as larger groups present a higher risk of conflicts or attacks directed at the lowest-ranking dog in the social hierarchy. The size of the enclosure shall at least meet the minimum requirements laid down in the Finnish Animal Welfare Act according to the size and number of the dogs. The enclosure fencing shall not contain sharp or weak points that could injure a dog. The enclosure shall be located so that its
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		ground surface is not completely covered by water during the snowmelt season. During the summer, the enclosure shall provide a shaded area. The enclosures shall also prevent escape. In addition to these requirements, all other applicable legal and regulatory requirements shall be complied with. In some cases, it may be necessary to keep a dog tethered, for example due to a tendency to climb. In such cases, however, enclosure structures that prevent climbing (e.g. a mesh roof) are recommended. The need for tethering shall always be justified in the application, and no more than 25% of all dogs may be tethered. If dogs are kept tethered, they shall be located within the yard of an inhabited residential building, and they shall be allowed access to an exercise enclosure at least 6 days per week. If collars are used for tethering dogs to their doghouses, the collar shall be at least 4 cm wide. The tether shall not be capable of becoming wrapped around a tree, post or any other similar obstacle. Audit During the audit, the auditor shall inspect a random sample of 5% of the enclosures and all tethering locations.
3.4 A	Staff live in the immediate vicinity of the kennel, and the kennel is monitored around the clock. A rescue and emergency	Ensuring the welfare and safety of the dogs requires continuous supervision and the ability to respond quickly to possible emergencies and exceptional situations. Staff living in the immediate vicinity of the kennel and around-the-clock monitoring make it possible to respond quickly, for example if wild animals enter the kennel area, fights occur between the dogs, or other emergency situations arise. A rescue and emergency preparedness plan helps identify risks in advance and

	preparedness plan has been prepared for the kennel.	ensures that any emergency situations are managed systematically while safeguarding the welfare of the dogs. An animal caretaker shall live in the immediate vicinity of the kennel, and the kennel shall be monitored around the clock so that the kennel can be reached within a maximum of 10 minutes in an emergency. If dogs are kept tethered, the animal caretaker shall live within the kennel yard. If all dogs cannot otherwise be observed from the caretaker's residence, the entire kennel area shall be covered by continuous video surveillance, or staff shall otherwise be able to detect if the dogs are threatened by any danger. During overnight excursions, the caretaker shall sleep within hearing distance of the dogs. The kennel shall have a rescue and emergency preparedness plan for emergency situations (fire, flood or any other emergency threatening the dogs) and exceptional situations (e.g. interruption of the water supply, safari operations being prevented for an extended period, or the entire staff becoming ill at the same time). The plan shall specify where and how the dogs can be relocated if necessary, and who will care for them if the staff are unable to do so. Application The rescue and emergency preparedness plan shall be attached to the application. Audit
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		During the audit, it shall be verified that the kennel is monitored around the clock and that an animal caretaker lives in its immediate vicinity.
3.5 A	Dog faeces are collected centrally in a location where their environmental impacts can be controlled.	Dog faeces contain nutrients, microbes and other substances that may enter the soil or water bodies and cause environmental harm if they are not handled appropriately. Centralised collection of faeces enables controlled handling and reduces the environmental impact of the operation. This criterion supports responsible waste management and helps keep the environment and surrounding areas clean. Dog faeces and bedding materials shall be collected, for example, in a trailer or on an impermeable surface from which leachate cannot flow directly into water bodies. The manure storage area shall be covered, or the stored material shall be protected so that rainwater cannot enter it. Access by wild mammals to the manure storage area shall be prevented where possible. The faeces may be composted or disposed of in accordance with local waste management regulations. If the kennel composts the faeces itself, the composting site shall be located at least 50 m from a water body, a well or spring used for household water, and at least 25 m from open ditches. If the kennel is located in a groundwater area and composts dog faeces itself, an environmental permit shall be attached to the application.

		Audit During the audit, the faeces collection area and, where applicable, the agreement for transporting and processing the faeces elsewhere shall be inspected.
3.6 A	The dogs' equipment is clean, intact and suitable. Protective equipment, such as coats or booties, is used when necessary.	Appropriate, intact and correctly fitted equipment supports the dogs' safety, health and welfare. Worn or unsuitable equipment may cause discomfort, chafing or an increased risk of injury. Protective equipment, such as coats and booties, helps prevent injuries and improves the dogs' comfort and ability to work in different weather and terrain conditions when necessary. Towlines shall be covered (no exposed steel cable), and dogs shall never be tethered to a pole by neck while waiting for departure. Taking wind chill into account, thin-coated dogs shall wear coats in temperatures below -20°C, especially while waiting between customer groups. The coats shall be insulated and windproof. Paw protectors (booties) shall be used when necessary. During overnight excursions, the dogs shall wear insulated coats when necessary. Audit During the audit, the site shall present all coat models and dog booties in use.
3.7 A	The equipment used for	Transport situations may cause stress to dogs and expose them to injury if the transport equipment

	transporting dogs is in good condition and complies with animal transport legislation. If the company transports dogs over distances exceeding 50 km, it holds the appropriate animal transport authorisation.	is not appropriate or in good condition. Compliance with animal transport legislation helps ensure that transport is carried out safely and with due regard for animal welfare. Appropriate authorisations demonstrate that the company has the capability and competence to organise transport responsibly, including over longer distances. Dogs shall be transported in trailers or transport crates that are appropriate for the size of the dog. The size of the transport crate shall at least meet the legal requirements. The transport equipment shall be in good condition with regard to both road safety and animal welfare. The floor of the transport crate shall be solid and non-slip. When cages are used, a mat or similar material shall be placed on the floor so that the dog is not required to stand on bare metal mesh. Adequate ventilation shall be ensured in the transport compartment so that the dog is not lying in a draught, but the incoming air shall flow in above the dog's resting place. No more than two adult dogs may be transported in the same transport crate or compartment. The transport compartment shall be protected from wind. During transport lasting more than 30 minutes, the temperature in the transport compartment shall not fall below -10°C in winter or rise above 25°C in summer. If the company regularly transports dogs from the kennel to the area where safaris are offered, the total daily time spent in the transport crate shall not exceed 3 hours.
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		Audit During the audit, the company shall present the equipment used for transporting dogs. If dogs are transported more than 50 km from the kennel for safaris or other company operations, or if the company imports dogs for safari operations or for sale, a valid animal transport authorisation shall be presented during the audit.
3.8 A	Staff have written instructions for the individual feeding and watering of dogs.	The nutritional needs of dogs may vary depending on factors such as age, health status, activity level and work duties. Written instructions ensure that each dog receives suitable nutrition and sufficient water, regardless of which staff member is responsible for its care. Dogs shall be fed a diet consisting of high-quality ingredients, taking their individual needs into account. Feeding shall be planned in accordance with published scientific research*. Staff shall have written instructions for the individual feeding and watering of dogs, and the dogs shall be individually identifiable for feeding purposes. The instructions may be displayed, for example, in the service area, outside each dog's doghouse, in an electronic application, or in another location selected by the company where they are easily visible to staff. When the temperature is above freezing, dogs shall have continuous access to water (Finnish Animal Welfare Act, Section 21). During freezing conditions, dogs shall be watered at least three times a day (lactating, sick and dogs under one year of age shall have continuous access to unfrozen water). The dogs shall also receive fluids or fluid-rich snacks during the working day; eating snow

		does not replace watering. During longer safaris, water or food containing fluids shall be offered at least every 2 hours. When the winter temperature rises above 0°C, water or fluid-rich snacks shall be offered more frequently, at least every 10 km. In warm weather, the water in the bowls shall be changed at least once a day, and the visual cleanliness of the water shall be checked whenever the dogs are attended to. Water bowls shall be cleaned with a brush at least once a day, and at the same time they shall be checked for cracks or sharp edges that could injure a dog. Application The written instructions used for the individual feeding and watering of dogs shall be attached to the application, and during the audit it shall be verified that the instructions are visible to the staff. <i>*For example, Grandjean et al. (2006): Practical Guide for Sporting & Working Dogs: During the winter season, the minimum energy requirement of a working sled dog varies between 10–12 MJ. On a dry matter basis, crude fat should account for at least 55% and crude protein at least 32% of the diet. Due to the high energy demand during winter, feeding should be divided into 2–3 meals per day. During summer, the energy requirement decreases to approximately 7–10 MJ, taking individual variation into account. Free access to water shall always be ensured 1–2 hours after feeding.</i>
3.9 A	The company has defined temperature limits for its activity program services and principles	Dogs' ability to tolerate physical exertion varies significantly depending on weather conditions. In particular, high temperatures, severe frost, humidity, wind and heavy snow conditions may increase the strain on dogs and expose them to, for example, overheating, dehydration, frostbite or

	for adjusting the load pulled by the dogs according to weather conditions. This information is provided to customers in the booking confirmation.	musculoskeletal injuries. Predefined temperature limits and principles for adjusting the workload help identify situations where the activity program must be modified, shortened or cancelled in order to safeguard animal welfare. The criterion promotes decision-making based on animal welfare and ensures that operations are guided by predefined principles rather than individual financial or operational interests. In addition, communicating these operating principles to customers already in the booking confirmation increases transparency and helps manage customer expectations. To fulfil the criterion, the company shall inform its customers in advance of the winter and (if it offers activity program services during the summer season) summer temperature limits it has defined, above which activity program services will be cancelled. The company shall also state in its advance information that the load/distance pulled by the dogs is adjusted according to weather conditions. Audit During the audit, the company shall present the advance information provided to customers concerning temperature limits and changes to the load/number of passengers according to weather conditions. A booking confirmation or subcontracting agreement, for example, in which these matters are clearly stated, shall be attached to the application or presented during the audit.
3.10 A	The dogs receive exercise and enrichment regularly throughout	Sled dogs require regular exercise and varied enrichment throughout the year, and they must also be able to express species-specific behaviour. Taking these needs into account helps maintain the dog's health and makes the dog more balanced and content.

	the year in accordance with a plan prepared in advance.	To fulfil the criterion, the company shall prepare either an individual or group-specific (puppies, young dogs, safari dogs, racing dogs, retired dogs) exercise and enrichment plan for both the summer and winter seasons and monitor its implementation in writing. The plan shall describe how the regular exercise, enrichment and social needs of each dog are ensured. If the plan cannot be followed for any reason, this and the reason shall be recorded in the information relating to the dog concerned. All dogs kept outdoors by the sled dog company shall receive some form of exercise throughout the year on at least 5 days per week for at least 30 minutes at a time, and all dogs kept indoors (normally only nursing females and convalescing dogs) shall be allowed outdoor exercise daily for at least 1 hour. Depending on the season and conditions, exercise may consist of pulling training (sled/cart/ATV), free running in an exercise enclosure, walking, running alongside a bicycle or running on a dog treadmill. If the dogs are unable to participate in safaris during the winter due to excessively cold weather, they shall nevertheless be given the opportunity to exercise in an outdoor enclosure at least 5 days per week. During the summer, when the temperature rises above 25°C, the amount of exercise may be limited in the manner considered most appropriate by the company. Regardless of any other exercise provided, all dogs except nursing females and convalescing dogs shall be allowed to run freely in an exercise enclosure at least 2 times per week during the winter season (dogs actively working) or at least 4 times per week (dogs not participating in work). Free running shall always be carried out safely and under control.
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		In addition to exercise, all dogs shall receive some form of enrichment or activation every week, such as obedience training, enrichment toys or chew toys, nose work (searching, scent tracking), learning tricks, hiding games, exercise in an enclosure where digging is possible, or similar activities. As sled dogs are typically highly active, the exercise enclosure shall provide sufficient space for high-speed running, especially during the summer season. The minimum size of the exercise enclosure shall be 500 m² (kennels with more than 30 dogs) or 250 m² (kennels with a maximum of 30 dogs). If the exercise enclosure is smaller than 500 m², or for dogs that are kept tethered, free exercise shall be provided during the winter season at least 4 times per week and during the summer season at least 6 days per week, for at least 30 minutes at a time. Application The exercise and enrichment plan shall be attached to the application. Audit During the audit, it shall be verified how the implementation of the plan is monitored and how any deviations are recorded.
3.11 A	Training, work and days off are recorded for each dog. Dogs	Sled dogs have been bred for sustained physical activity and, when properly trained, can thrive when running long distances. However, prolonged continuous exertion increases the risk of

	perform a maximum of 4 hours of safari work per day. Each dog has at least 8 days off per month.	musculoskeletal injuries, exhaustion and reduced performance unless it is carried out in a planned and controlled manner. Safaris driven by customers themselves also increase the stress experienced by the dogs and increase the risk of injury. Dog-specific records of training, work and days off are an essential tool for managing each dog's total workload. When each dog's workload and rest are recorded separately, possible overexertion, insufficient recovery or uneven workload between dogs can be identified at an early stage. To fulfil the criterion, the company may require dogs to perform active safari work for a maximum of 4 hours per day or 88 hours per month. Safari work means pulling work in which the dogs pull customers, either driven by staff or by customers (training carried out outside the dog's working period at the company and participation in competitions are not considered safari work under this criterion). During the peak season, working time may be distributed unevenly between different days. If there are rest breaks during the working day, its total duration may be a maximum of 7 hours. Dogs shall have at least 8 days off per month throughout the year. During the peak season, days off may be distributed unevenly within the month, but each dog shall have at least 1 day off every week. Records shall be kept of the dogs' working time / working kilometres. The following shall be recorded / evident from the records: Each dog's work, training and rest days and the duration of working time/kilometres run During the summer season, exercise days or any deviation from the exercise plan
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		Application One week of working time records from December and February shall be attached to the application, showing the length of each dog's working day/the distance pulled during it and the number of rest days. Audit During the audit, 4 weeks of work records from the peak season shall be checked for 5 dogs randomly selected by the auditor.
3.12 A	Essential information related to the health and medical care, reproduction and euthanasia of each dog is recorded and kept up to date.	Dog-specific and up-to-date documentation of health, medical care, reproduction and euthanasia information is an essential part of responsible animal keeping. Accurate records make it possible to make veterinary decisions based on correct information, reduce the risk of errors and inadequate treatment decisions, and improve continuity of care between different treatment situations and possible carers. With regard to health and medical information, record-keeping helps monitor the development of the dog's health over the long term, identify recurring or chronic problems, and assess how work, exertion and rest affect welfare. Documentation of reproduction-related information (for example matings, pregnancies, births and offspring) is important for both genetic monitoring and animal welfare. It enables responsible breeding planning and helps prevent excessive or uncontrolled reproduction and the associated health risks. Recording information related to euthanasia ensures transparency and traceability in decisions concerning the end of the

		animal's life. This supports ethical decision-making and helps assess the sustainability and justification of operating practices over the long term. At least the following information shall be recorded: - The dog's pedigree, if it may be used for breeding (it has not been neutered/spayed) - Information related to health status, illnesses, injuries and medication - Body condition and dental condition classification (if the dog does not otherwise allow its dental condition to be examined, it shall undergo a dental examination under anaesthesia by a veterinarian no later than at the age of 6.) - Information related to reproduction, spaying and neutering - In connection with any sale/adoption, the contact details of the new owner - In connection with any death/euthanasia, the reasons leading to it - Stillborn puppies/puppies that died immediately after birth and euthanised puppies, and possible causes of death. Application An extract from the logbook for at least 2 dogs shall be attached to the application. Audit During the audit, it shall be checked how the records are made and how it is ensured that essential information is recorded.
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3.13 A	The company and any subcontractor kennels it uses have been registered in the animal keeping location register, and all their dogs have been registered in the Finnish Food Authority's Dog Registry.	Registration in the animal keeping location register and registration of dogs in the Finnish Food Authority's Dog Registry are key measures for ensuring transparency, traceability and official supervision of operations. Registration ensures that animal keeping locations are known to the authorities and that inspections, guidance and supervision can be directed at their operations when necessary. Registering dogs in the Finnish Food Authority's Dog Registry improves individual identification and helps prevent animals from going missing, illegal transfers and uncertainty regarding ownership. Registration also supports animal welfare because it facilitates traceability, for example in cases of illness, vaccinations and possible official measures. Each dog shall have a registered identification microchip, and it shall be registered in the Finnish Food Authority's Dog Registry. The latest extracts from both registers shall be attached to the application. If the company uses subcontractor kennels, their register extracts shall also be presented during the audit, and the subcontracting agreements shall include an obligation to comply with the animal welfare criteria of the Green Activities certification. Audit During the audit, it shall be checked from the register extract that the most recently born puppies (at least 3 months old) and sold/deceased dogs have been entered in the Finnish Food Authority's Dog Registry. In addition, it shall be checked that 3 randomly selected dogs have a microchip and that it has been entered in the register.
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3.14 A	The company has an annual plan for the healthcare of the dogs. The health of the dogs, especially the condition of their teeth, is monitored and treated regularly.	A healthcare plan shall be prepared for sled dogs because their lives are physically demanding. In particular, the condition of the dogs' teeth, muscles, joints and paws shall be monitored. A good plan helps keep the dog healthy, fit and able to work. The plan includes, for example, vaccinations, parasite treatments and regular examinations. In this way, possible illnesses are detected early before they affect the dog's condition or ability to cope. The healthcare plan shall include a schedule for regularly recurring healthcare measures, examinations of general condition, paws, muscles and dental condition, nail trimming and pre-planned visits to the kennel by the attending veterinarian. The dogs' body condition score shall be assessed and recorded in the logbook at least 2 times per year. If a dog's body condition score indicates that it is underweight, its feeding shall be changed. Dental condition shall be monitored at least once a year (for older dogs, however, twice a year is recommended). In addition, the company shall define threshold values for general and dental condition and the measures to be taken when those values are exceeded. The plan shall include: - Recurring measures related to monitoring and treating the dogs' health (e.g. vaccinations, deworming, weighing and other measurements, dental care) - The classification scales used to monitor general and dental condition (either 1–9 or 1–5), the monitoring schedule and the threshold values of the classifications, after which corrective measures are taken immediately
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		- A plan for maintaining the dogs' working ability preventively (e.g. massage, laser treatment, recovery-promoting coats, etc.) - A commitment that veterinary procedures are carried out only by persons qualified to perform them. Suturing wounds, surgery or other similar procedures may only be performed by a veterinarian. In an emergency, however, necessary measures aimed at stopping bleeding are permitted if this is necessary to ensure the dog's survival before veterinary assistance is available. - Instructions for recording monitoring information: what information is recorded, how often and who is responsible for the records - Instructions on when a dog is not fit for work (e.g. lameness, wounds, infections). - Instructions on when the dog is taken to a veterinarian/a veterinarian is called. - Instructions on the grounds on which a dog may be euthanised and how euthanasia is carried out. The healthcare plan shall be included in staff induction. Application The annual healthcare plan for the dogs and the report from the latest visit by the supervisory veterinarian, which shall not be more than 2 years old, shall be attached to the application. - If the company has not had any visit by a supervisory veterinarian, the certificate cannot be awarded. If the report includes a request to correct a deficiency related to animal welfare, it shall be corrected before the certificate can be awarded.
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		- If the report includes a prohibition or order under the Animal Welfare Act, the certificate cannot be awarded until the supervisory veterinarian has carried out a new inspection visit and confirmed that the deficiency has been corrected. - If the report states that urgent measures under animal welfare legislation will be taken, the certificate cannot be awarded for 2 years. - If the person responsible for the company has been convicted of an animal welfare offence or violation in Finland or abroad, the company cannot be awarded the Green Activities certification for 5 years. Audit During the audit, the latest supervisory veterinarian's inspection report and the general condition and dental condition classifications of the 4 oldest dogs shall be checked. It shall also be verified that the healthcare plan is included in the induction of persons caring for the dogs.
3.15 A	If the company breeds dogs, the breeding is planned.	Planned dog breeding is a key part of responsible and ethical breeding activities, because it reduces the risk of hereditary diseases, behavioural problems and structural weaknesses. When breeding is based on a plan prepared in advance rather than on random combinations, both the welfare of individual dogs and the genetic diversity of the whole population can be better managed. Planned breeding means, for example, systematically assessing the health information, working characteristics and temperament of breeding dogs before mating and carefully selecting suitable

		combinations based on long-term goals. This helps prevent repeated risks of inbreeding and reduces the transmission of characteristics that could impair the dogs' quality of life or working ability. In addition, planned breeding supports better vitality, balanced temperament and characteristics suitable for the intended use of puppies. It also increases the transparency and reliability of breeding activities, which strengthens responsible animal keeping and consumer trust. Individuals whose health, temperament and structure are suitable for sled dog work shall be selected for breeding. Accidental litters shall be prevented by all possible means. In its sustainability plan, the company shall commit to not euthanising healthy and viable puppies from accidental litters. Planned breeding of dogs during the winter season is not recommended unless there is sufficient time and staff available for the socialisation of the puppies. Audit During the audit, the company shall present the principles on which it selects individuals for breeding and how it ensures that accidental litters do not occur.
3.16 A	Indoor facilities are reserved for whelping and for sick dogs.	Separate indoor facilities reserved for whelping females and sick dogs are an essential part of safeguarding animal welfare, because they provide a calm, safe and hygienic environment in

	situations where a dog is particularly vulnerable. Giving birth and the period related to it require a stress-free environment where the female can care for her puppies without disturbance and where the temperature and hygiene requirements of the puppies can be met. For sick dogs, separate facilities reduce the risk of infectious diseases spreading to other animals and allow closer monitoring and care. In addition, a calm indoor space supports recovery by reducing external stimuli and allowing the dog to rest sufficiently without the strain caused by the pack or work. The availability of separate facilities is also an important part of preventive animal care, because it enables a rapid response to changes in health and ensures that both births and cases of illness can be managed in a controlled and safe manner. The kennel shall have a dry and warm space where convalescing dogs, litters and nursing females can be kept separately from the others. The space may also be, for example, in a residential building from which the dog can go outside to relieve itself sufficiently often. If the puppies and female are kept in a separate space/building where no people live, the female shall have free access to an outdoor enclosure. The female shall be able to withdraw from her puppies. Audit The space and the female's possibility to withdraw from the puppies when desired shall be checked during the audit.
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3.17 A	Puppies and young dogs are socialised and trained in a planned manner.	Planned socialisation and training of puppies and young dogs is essential for their balanced development, welfare and future use. Early experiences significantly shape a dog's behaviour, stress tolerance and ability to learn, so systematic and controlled progress is important for preventing later problems. The purpose of socialisation is to accustom the dog to the most common care procedures, people and other dogs before pulling training begins. Planned socialisation reduces the risk of fear and behavioural problems and supports the dog's ability to function confidently in different situations. Planned pulling training ensures that the skills being taught progress according to the dog's developmental stage and are based on positive learning experiences. Pulling training that is started too early or is too demanding may cause developmental and health problems, increase stress and reduce motivation to learn, whereas correctly timed and consistent training develops the muscles and strengthens confidence. If the company breeds / trains young dogs, it shall have a written plan for socialising puppies and training them for pulling work. The plan shall describe how socialisation and training are carried out: when they begin, what is taught to the dogs, how often they take place and who is responsible for them. Dog training shall be based on reinforcing desired behaviour and reward-based training, and violence, coercion or submission shall not be used. Dogs shall not be handled roughly, and prohibited equipment or devices shall not be used in training (Finnish Animal Welfare Act). Training dogs for pulling work shall begin at approximately 6 months of age, first making the dogs accustomed to a harness. Pulling customers may begin at 12 months of age, initially with a lighter
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		load and shorter distances and in a team driven by a guide. In demanding conditions (weather, length of tour or working day, difficult terrain etc) the dog shall be at least 18 months old before it may pull full-length distances / full working days / a sled driven by a customer*. (*This requirement has a transition period and becomes effective on December 1, 2028.) The person responsible for training puppies shall have suitable training for the field or at least 3 years of work experience in the sled dog sector. Suitable training includes, for example, a specialist vocational qualification in animal training that includes a module on training working and competition animals. Socialisation may also be carried out by other employees under the guidance of the responsible person. There shall be sufficient staff to enable the socialisation to be carried out. Application The puppy training and socialisation plan shall be attached to the application. The plan shall be included in the induction of staff responsible for caring for the dogs.
3.18 A	The company has a written training plan for the dogs.	Sled dogs have been bred specifically for long-term pulling and running in Arctic climates. However, because they usually perform pulling work only during part of the year, a training plan shall be prepared to build and maintain their fitness. The training plan helps define how the dog's fitness is developed (e.g. endurance, strength, speed), making the training goal-oriented. The plan also makes it possible to monitor the development of the dog's fitness and adjust the training as necessary.

		The plan shall cover at least the following areas: - A description of how fitness training is carried out and at what stage before the winter season it begins (regular pulling training, initially at least 2 times per week, should aim to begin no later than 3 months before the start of the main season, and the training load shall be increased gradually (number of training sessions, duration and weight of the load). Pulling training shall be carried out taking the prevailing weather conditions into account: if the weather is too warm for training and no alternative forms of exercise are available, deviations from the training plan are permitted. - Principles for how the dogs' willingness to work is monitored/maintained, and how stress-related overexcitement is identified and avoided. - A commitment that dogs are not forced to work in any way, and that an injured/sick dog is not used for work - A commitment that violence, coercion, submission or equipment prohibited by law are not used in dog training, and that dogs are not handled roughly An effort to ensure that dogs running in the same team are as similar as possible in their level of fitness. When the dogs in the team are of similar strength, the workload of individual dogs does not become excessive. The name of the person responsible for training and a description of how it is ensured that staff have sufficient understanding of dog behaviour and training. The dogs' training plan shall be included in the induction of staff responsible for caring for the dogs.
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		Application The dogs' training plan, including the sections listed above, shall be attached to the application. Audit During the audit, the auditor shall verify that it is also included in the induction material for staff responsible for training the dogs.
3.19 A	The company has a predefined procedure for the retirement or rehoming of dogs if/when they are no longer suitable for sled dog work.	A predefined and consistent procedure for the retirement and rehoming of dogs is an important part of responsible animal keeping, because it ensures that each dog is provided with a life suitable for its welfare also after its working career has ended. Sled dog work is physically and mentally demanding, and as a result of ageing, illness or injury, a dog's ability to continue working may decline gradually or suddenly. A clear, predefined retirement procedure helps ensure that decisions are made in the best interests of the animal without delay or uncertainty, so that the dog is not required to continue working in a situation where doing so is no longer safe or justified from a welfare perspective. This also supports ethical decision-making and reduces the risk that financial or production-related considerations would take priority over the animal's welfare.

	Rehoming procedures make it possible to find a new home for retiring dogs that are in suitable condition, where their individual needs, such as the amount of exercise and a calmer lifestyle, can be taken into account. This supports the continuity of the dog’s welfare and reduces the need for euthanasia in situations where the dog can still live a good-quality life. The company shall commit to not euthanising dogs without medical grounds. The company may choose a method suitable for itself for arranging the retirement/rehoming of dogs, but it shall communicate the procedure publicly on its website/social media channels, as well as to customers during general guidance. If dogs are rehomed, the procedure shall define the conditions for transferring the dogs and the method by which the success of the placement is monitored. The new placement shall have the possibility to return the dog to the kennel if the placement is unsuccessful. New owners shall be interviewed before the dog is handed over, and a written agreement shall be prepared for the transfer. Application The procedure shall be described in the application, and it shall also be visible on the kennel's website/social media communication. Audit
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		During the audit, external communication concerning the retirement/adoption of dogs shall be reviewed, as well as the adoption agreements for any dogs adopted during the previous 24 months (personal data shall be concealed).
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CHAPTER 3 A SLED DOGS

GUIDELINE CRITERIA

3.20 A	There is a cooling pool or sprinkler in the dogs' exercise enclosure/training area.	During the summer months, when temperatures rise, thick-coated sled dogs are exposed to heat stress, especially when they become excited while running together with other dogs in a larger enclosure. By providing a sprinkler or a cooling pool in the exercise enclosure, the company gives the dogs the opportunity to cool themselves by getting wet and thereby cooling their coats if they wish. The water in the cooling pool shall be changed when necessary. In addition, clean drinking water shall be available for the dogs in a separate container. Application A photograph of the sprinkler / cooling pool in use shall be attached to the application. Audit The cooling pool/sprinkler shall be inspected during the audit if weather conditions require it.
3.21 A	Establishment has an exercise enclosure of at least 1,000 m ² .	Sled dogs are typically very active and require plenty of exercise and social interaction to maintain their welfare. Especially outside the winter season, they should have the opportunity to exercise in as spacious an enclosure as possible together with other dogs.

		To fulfil the criterion, the establishment shall have an exercise enclosure with an area of at least 1,000 m². During periods when the ground is not frozen, water shall be available in the exercise enclosure at all times. Application A description of the size and location of the exercise enclosure shall be attached to the application. Audit The exercise enclosure and the exercise log/deviations from the exercise plan shall be inspected during the audit.
3.22 A	The establishment has a dog walker.	Sled dogs are typically very active and require plenty of exercise to maintain their welfare. Regular exercise, especially outside the winter season, helps maintain the dogs' muscle condition. A dog walker helps fulfil the breed-specific behavioural need of sled dogs to run long distances and thereby supports their mental and physical health. A dog walker may also be used to warm up the dogs' muscles before excursions. To fulfil the criterion, the establishment shall have a dog walker that is used regularly, at least outside the winter season. If a dog walker is used, the dogs shall be systematically accustomed to

		its use, and it shall only be used under the direct supervision of a person. A dog walker cannot replace free exercise. Application A photograph of the dog walker and a description of how often and in what situations it is used shall be attached to the application.
3.23 A	All dogs are housed in enclosures.	In an enclosure, a dog can move, rest and express species-specific behaviour without continuous physical restraint, which reduces stress and helps prevent both physical injuries and behavioural problems that may result from long-term tethering. To fulfil the criterion, the establishment shall demonstrate that no dogs are kept tethered in their housing. (This criterion does not refer to the short-term tethering of dogs at the starting point of safaris.) Audit During the audit, it shall be verified that all dogs are housed in enclosures that meet the requirements of the criteria.
3.24 A	The size of the enclosures is at least 1.5 times the minimum	A larger enclosure gives dogs more opportunities to move around and thereby promotes their welfare. By increasing the enclosure size to 1.5 times the minimum required by the Finnish Animal

	required by the Finnish Animal Welfare Act.	Welfare Act, the establishment can concretely improve the dogs' living conditions, especially during the summer season when they spend most of the day in the enclosure. To fulfil the criterion, the establishment shall demonstrate that the size of the enclosure for all dogs is at least 1.5 times the minimum required by the Finnish Animal Welfare Act. Audit During the audit, a random sample of 5% of the enclosures shall be inspected.
3.25 A	Dogs are provided with varied enrichment at least every three days during the rest period.	Enrichment shall support species-specific behaviour, such as sniffing, digging or searching. Enrichment may include, for example, sticks, balls or other toys, scent-based or digging activities, and it shall be varied to maintain the dogs' interest. To fulfil the criterion, the establishment shall present an enrichment plan and logbook showing what enrichment is provided, how often it is provided, and how it is varied to maintain the dogs' interest. Enrichment shall also be provided during the winter season for dogs that do not participate in work. Audit During the audit, the auditor shall discuss the enrichment program with the employee responsible for it and inspect the logbook entries related to enrichment.

3.26 A	During overnight excursions, the dogs have access to insulated doghouses and an enclosure.	During overnight excursions, insulated doghouses are important for the welfare and safety of the dogs, because they protect them from weather conditions such as cold, wind and moisture and reduce stress during rest periods. An insulated doghouse helps maintain the dog's body temperature, particularly in cold conditions, which is essential for recovery and health. An enclosure allows the dogs to move freely within a safe area, prevents escape and reduces the risks associated with uncontrolled movement in nature or at the campsite. The criterion is fulfilled if the establishment offers overnight excursions during which the dogs have access at the overnight location to a doghouse and enclosure that meet the same requirements as those at the home kennel. The doghouse shall be fully insulated, and the dogs shall have the opportunity to move around in an enclosure. Audit During the audit, the establishment shall present the enclosures and doghouses where the dogs are accommodated during overnight excursions. All dogs shall have access to their own fully insulated doghouse and an enclosure whose size exceeds the minimum required by the Finnish Animal Welfare Act.
3.27 A	All dogs are allowed to move freely in the exercise enclosure six days a week during the summer season.	Daily free exercise in the exercise enclosure during the summer season supports the dogs' physical and mental welfare by allowing species-specific behaviour such as running, playing and exploring the environment without the restrictions associated with work or harnessing. This helps maintain the dogs' muscle condition, joint mobility and general health, and prevents stress and behavioural problems caused by prolonged inactivity or tethering.

		The summer season refers to the snow-free period when the dogs are not engaged in pulling work. To fulfil the criterion, the establishment shall be able to demonstrate that each dog is allowed to move freely in the exercise enclosure for at least 30 minutes every day, unless prevented by excessively high daytime temperatures. A dog walker or pulling training does not replace free exercise. Application A four-month exercise log shall be attached to the application, demonstrating that all dogs have been allowed to exercise at least six days per week during the previous summer months.
3.28 A	All dogs retired during the previous 12 months have either remained at the kennel or been adopted.	Placing retired dogs at the kennel or into adoption ensures that they are provided with a safe home suited to their needs also after the end of their working career. This supports the dogs' welfare and ensures the continuity of responsible animal keeping. To fulfil the criterion, the establishment shall demonstrate that all dogs that stopped working during the previous year have been retired and have not been euthanised without medical grounds. If dogs have been euthanised, this shall only be done where a veterinarian has considered it necessary in order to prevent suffering. If the establishment offers dogs for adoption, it shall have a written plan describing how the suitability of adoptive homes is ensured and how the success of adoption is monitored. The establishment shall also offer adopters the possibility to return the dog to the kennel if the adoption is unsuccessful and the dog does not adapt to home life. Information about the possibility

		of adoption and its conditions must be clearly available on the establishment's website and/or other communication channels. If no dogs have been euthanised or retired during the previous year, this criterion shall not apply. Application The adoption plan, where applicable, and a description of the dogs retired during the previous 12 months and their placement (remaining at the kennel/adopted) shall be attached to the application. Audit During the audit, the dogs' retirement plan and retirement records shall be inspected.
3.29 A	During safaris, one guide is responsible for no more than four teams.	As the number of customers and dogs increases, the guide's ability to ensure a safe and high-quality sled dog safari decreases. To ensure high-quality and safe activity programs, establishments are encouraged to limit the number of teams under the responsibility of one guide. To fulfil the criterion, the establishment shall state on its website/other pre-arrival information that there is always at least one guide for every four teams during sled dog safaris. The criterion is also fulfilled if members of the establishment's staff always drive the sleds during the excursions.

3.30 A	All animal caretakers employed by the establishment hold a qualification in animal care, animal training or another relevant vocational qualification.	Appropriate training ensures that animal caretakers have sufficient competence to safeguard animal welfare, health and safety. A vocational qualification supports good animal care practices and reduces the risk of errors in everyday work. This criterion is intended to encourage establishments to employ only trained professionals for animal care. Suitable qualifications include a qualification in animal care, animal training or veterinary medicine, or another equivalent qualification providing comprehensive knowledge of animal care and behaviour.
3.31 A	If the establishment employs trainees in dog care duties, they are all students of veterinary medicine, animal training or animal care.	This criterion is intended to encourage establishments to offer internships in animal care to students in the animal care sector. This supports the education of future professionals in the field. To fulfil the criterion, suitable education includes studies leading to a qualification in animal care, animal training or veterinary medicine, or another equivalent program providing comprehensive education in animal care and behaviour.
3.32 A	Female dogs used for breeding produce no more than three litters during their lifetime.	Limiting breeding females to a maximum of three litters during their lifetime prevents excessive physical and hormonal strain associated with reproduction. Pregnancy and raising litters place significant demands on the dog's body, and repeated litters may increase the risk of health problems and impair recovery. This limitation supports the dog's welfare by ensuring that breeding

		remains moderate and that the individual has sufficient time for recovery, normal life and possible working or recreational activities without continuous reproductive strain. If the establishment breeds dogs, it shall safeguard the welfare of breeding females by limiting the number of litters produced by each female. In accordance with the recommendation of the Finnish Kennel Club, a female should not produce more than three litters during her lifetime. To fulfil the criterion, the establishment shall demonstrate that, at the time of application, none of its breeding females has produced more than three litters. Application Information on all breeding females owned by the establishment and the number of litters they have produced shall be attached to the application. This criterion also applies to accidental litters.
3.33 A	All dogs used for breeding have undergone health screening for the key hereditary diseases relevant to their breed.	Hereditary diseases should be prevented by ensuring, as far as possible, that dogs used for breeding do not pass them on to their offspring. Knowledge of the most common hereditary diseases affecting different sled dog breeds is continuously evolving, and in addition to the diseases mentioned below, screening for other diseases or genetic defects may also fulfil this criterion.

		Fulfilment of the criterion: If the establishment breeds Alaskan Huskies, all dogs used for breeding shall have been tested for AHE. AHE carriers shall not be bred with other carriers. If the establishment breeds Siberian Huskies, all dogs used for breeding shall have undergone screening for glaucoma, and carriers of the disease shall not be used for breeding. Audit During the audit, the establishment shall present the results of the screening for the hereditary diseases referred to in this criterion for all dogs used for breeding during the previous 12 months.
3.34 A	All dogs used for breeding have undergone radiographic examination of the hips and spine, and a qualified expert has confirmed that they are suitable for breeding.	Health screening of the hips and spine before breeding helps reduce the transmission of hereditary musculoskeletal disorders to offspring. An expert assessment ensures that only healthy dogs suitable for their intended purpose are used for breeding. To fulfil the criterion, the establishment shall be able to demonstrate that all dogs used for breeding during the previous year underwent radiographic examination of the hip joints and spine before mating, and that a qualified expert issued a statement confirming their suitability for breeding. The statement may be issued by the Finnish Kennel Club (for pedigree dogs), any qualified veterinarian, or, for example, the INCOC evaluation service.

		Audit During the audit, the establishment shall present the veterinary statements on the hip and spine radiographs of all dogs used for breeding during the previous year.
3.35 A	All dog sled tours offered by the establishment are guided by staff.	The inexperience or carelessness of customers acting as sled drivers significantly increases the risk of injury to dogs. Although customers receive instruction before the tour begins, loss of concentration during the tour can easily lead to dangerous situations and accidents. In addition, if the sled runs into the dogs, it may cause them to become fearful and significantly reduce their willingness to pull. To fulfil the criterion, the establishment shall not offer any dog sled tours where customers drive the sleds themselves. This shall be clearly stated in booking confirmations and program descriptions across the establishment's communication channels.
3.36 A	Dog faeces are composted under controlled conditions.	Composting dog faeces under controlled conditions reduces environmental impacts, prevents the spread of nutrients and pathogens, and enables waste to be treated safely and in a controlled manner. Composting refers to the decomposition of organic matter by microorganisms under aerobic (oxygen-rich) conditions, accompanied by an increase in temperature. The end products of composting are water vapour, carbon dioxide, mineral salts and humus. Composting converts all organic material into a form that can be utilised by plants. It also reduces odours and balances the fertilising effect of nutrients.

		To fulfil the criterion, the establishment shall compost all dog faeces it produces. Composting may be carried out either in a composter that is isolated from the environment or in a compost windrow, provided that the required notification for windrow composting has been submitted. To facilitate composting, the faeces shall be mixed with other material, such as bedding from the dog houses. Composting shall take place in an area located at a sufficient distance from water bodies. If composting is carried out in a groundwater area, the establishment shall hold a valid environmental permit. The establishment shall also have a written plan describing how the composted material will be finally disposed of.
3.37 A	During the freezing season, all dogs have heated water bowls in their housing, ensuring continuous access to drinking water.	Heated water bowls ensure that dogs have continuous access to unfrozen, clean drinking water even during the freezing season. Adequate water intake is essential for the dogs' health, welfare and recovery. Under the Finnish Animal Welfare Act, all dogs shall have continuous access to water. However, an exception is permitted for sled dog kennels during the freezing season if water is provided at least three times a day. Puppies, lactating females and sick dogs shall nevertheless have continuous access to fresh water. Heated water bowls that keep water unfrozen even in freezing temperatures are available on the market, and this criterion encourages their use.

		To fulfil the criterion, all dogs at the kennel shall have access to heated water bowls or another system that ensures continuous access to drinking water during the freezing season. Audit During the audit, a random sample of 5% of all enclosures shall be inspected, and each of them shall have a system in place to keep the drinking water unfrozen.
3.38 A	The puppy socialisation and training plan has been prepared by a qualified animal trainer.	A qualified animal trainer introduces puppies to new experiences in a systematic and safe manner, always prioritising the welfare of the dog. This provides a strong foundation for a balanced adult dog. Dog training shall be based on reinforcing desired behaviour and reward-based training methods. Violence, coercion or intimidation shall not be used. Dogs shall not be handled roughly, and training shall not involve the use of prohibited equipment or devices (Finnish Animal Welfare Act). To ensure that puppies are socialised and trained professionally, it is recommended that the establishment has the socialisation and training plan prepared by an animal trainer who has completed a specialist vocational qualification. The training plan shall describe how young dogs are socialised and trained for working purposes. Application

		The plan shall be attached to the application. If this is not evident from the plan itself, evidence shall be presented during the audit that it has been prepared by a qualified animal trainer.
3.39 A	The dogs' enrichment plan has been prepared by a qualified animal trainer.	An enrichment plan prepared by a qualified animal trainer is recommended for sled dogs because sled dogs are highly active and easily become frustrated during periods when they are unable to exercise and work. An enrichment plan helps provide them with suitable activities even when they are not pulling sleds. A qualified animal trainer can prepare a better enrichment plan for dogs because of possessing both theoretical knowledge and practical experience of canine behaviour, learning and welfare. The trainer understands the species-specific needs of dogs and can select enrichment activities that meet needs such as movement, hunting behaviour and exploration. Appropriate enrichment reduces stress, frustration and undesirable behaviour. A qualified professional is also able to assess risks and ensure that enrichment activities are safe and do not place excessive strain on the dog. A well-designed enrichment plan is not based on random activities but has clearly defined objectives (e.g. welfare, activation and calming). To fulfil the criterion, the dogs' enrichment plan used by the establishment shall have been prepared by an animal trainer who has completed a specialist vocational qualification. Application The plan shall be attached to the application. If this is not evident from the plan itself, evidence shall be presented during the audit that it has been prepared by a qualified animal trainer.

CHAPTER 3 B TOURISM ANIMAL WELFARE: REINDEER

IMPERATIVE CRITERIA

	Criterion	Explanatory notes
3.1 B	All reindeer have daily access during the winter season to an enclosure where they can move freely and where there is at least 200 m² of space per reindeer. The enclosures contain trees/other structures where the reindeer can seek shelter if they wish.	Daily free movement in a sufficiently spacious enclosure allows reindeer to engage in species-specific behaviour, such as moving, resting and social interaction, which supports their physical and psychological welfare. Sufficient space also reduces competition and stress between the animals. Trees or other shelter structures in the enclosure allow reindeer to seek shelter from weather conditions and disturbances and provide environmental enrichment. All reindeer shall be released into an enclosure daily for at least 16 hours. If the establishment has reindeer undergoing training, they shall also be released into an enclosure daily for the same period. The enclosures shall contain trees or other structures against which the reindeer can rub their antlers. The reindeer shall be able to seek shelter among trees/structures away from people if they wish. An area of land without trees or other visual barriers does not meet the certification requirements for housing reindeer. At least 5 reindeer shall be kept in the same housing location so that they can engage in their natural herd behaviour. Reindeer shall be grouped so that the reindeer kept in the same enclosure are compatible with each other. Audit

		During the audit, the size of the enclosures used by the establishment's tourism reindeer and the number of reindeer kept in them shall be inspected. In addition, it shall be verified that the enclosures contain trees or other visual barriers as well as structures against which the reindeer can rub their antlers.
3.2 B	All reindeer used for tourism are released into the wild for at least 3 months every year.	The Reindeer Husbandry Act requires all reindeer to be released into the wild annually from 15 June onwards. Access to the wild for at least 3 months allows reindeer to move naturally, forage and engage in other species-specific behaviour. Spending time in the wild promotes the reindeer's physical condition, reduces stress caused by prolonged enclosure and supports their overall welfare. Due to individual tendencies, however, some reindeer may choose to remain at the establishment even when they have the opportunity to move freely over larger areas. The Green Activities criteria concern the working and living conditions of reindeer used for tourism, not reindeer husbandry as a livelihood. Reindeer used for tourism generally wear a collar equipped with a GPS tracker, which enables their location to be monitored. During the summer, the establishment shall save screenshots of at least the location data of all its tourism reindeer so that it can be verified that they have been outside the establishment's premises. If some reindeer have nevertheless remained at the establishment during the summer, they shall have been free to choose where to stay. Unless the reindeer's health or another justified reason (e.g. an individual reindeer's tendency to repeatedly enter roads or populated areas) prevents it, each reindeer shall be released into the wild. In cases where a reindeer

		cannot safely be released into the wild, it shall have as large an enclosure as possible, and the reason for keeping it there shall be provided with the application. Application Three screenshots of the reindeers' GPS tracker location data shall be attached to the application, covering a period of at least 3 months after 15 June. The screenshots shall show that all of the establishment's reindeer are away from the establishment. For reindeer that have remained at the establishment during the summer, a written explanation of the reason shall be provided. If a reindeer does not have a collar/it has not functioned during the season, another written explanation may be provided. Audit The screenshots of the location data and any explanations concerning reindeer kept at the establishment during the summer shall be inspected during the audit.
3.3 B	Reindeer are trained without violence or coercion. A person with sufficient professional competence is responsible for the care and training of the reindeer.	Training based on calm, animal-centred methods supports the reindeer's trust in people, improves safety and enables the animals to be handled in a manner that respects their welfare. According to the law, methods based on coercion or submission shall not be used in animal training. Training reindeer without violence or coercion reduces the stress and fear they experience and promotes their welfare.

		The handling and training of reindeer shall make use of their species-specific behaviour and emphasise positive reinforcement. Continuously tethering a reindeer undergoing training is prohibited. Tethering for more than 8 hours at a time and/or continuously for more than 2 weeks is considered continuous tethering. Outsiders, such as customers, shall not be allowed access to a reindeer undergoing training, and the reindeer shall be provided with conditions that are as stress-free as possible. The establishment shall have a designated reindeer farm manager who is a qualified reindeer husbandry professional and under whose supervision the training of the reindeer takes place. The establishment shall have a written operating plan describing how the reindeer are trained. The method shall emphasise positive reinforcement and consideration of species-specific behaviour. The plan shall include instructions for situations in which the reindeer farm manager is unable to perform their duties, for example due to illness. The person/persons responsible for and supervising the training shall: a) understand the biological behaviour of reindeer and their physiological and ethological needs; b) be able to recognise reindeer behaviour, including possible signs of suffering, and determine and implement appropriate measures to alleviate such situations; c) be able to apply good husbandry practices, including operant conditioning and positive reinforcement, use and maintain equipment intended for reindeer, minimise risks to their welfare and prevent their suffering. Application
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3.4 B	The establishment has a separate enclosure/other space for reindeer that are recovering or undergoing training.	A separate space for reindeer that are recovering or undergoing training allows their individual needs to be considered and reduces unnecessary stress. A calm environment supports recovery from illnesses or injuries as well as safe training without disturbance or competition from the rest of the herd. To avoid causing stress to the reindeer, the establishment shall seek to prevent customers from accessing the reindeer without staff supervision/instructions. In addition, the establishment shall have a separate enclosure for convalescent reindeer and reindeer undergoing training, to which customer access has been restricted. These reindeer shall also have the opportunity for social interaction with other reindeer, unless the nature of an illness

		requires otherwise. A fence/gate blocking the access route and a sign prohibiting access are considered sufficient means of restricting customer access. The sign shall use symbols/multiple languages so that it can be understood by customers speaking different languages. Tethered reindeer shall always be under staff supervision and safely tethered. Audit During the audit, it shall be verified that the establishment has a separate enclosure/other space to which customer access has been restricted.
3.5 B	Reindeer are fed at least 2 times a day, after which they have at least 2 hours for rumination.	Feeding reindeer at least twice a day supports their natural digestion and helps ensure an even intake of nutrients throughout the day. A regular feeding schedule reduces competition for feed and promotes calm behaviour, particularly in enclosure conditions. Allowing at least two hours for rumination after feeding is an important part of the normal digestive process of a ruminant, as rumination enables the efficient breakdown of feed and utilisation of nutrients. Sufficient rest and rumination time after feeding supports the health, welfare and recovery of the reindeer and reduces the risk of digestive disorders and unnecessary stress. Reindeer shall be fed at least 2 times a day with a varied diet suitable for reindeer, consisting of more than just concentrate feed (e.g. grass forage).

		All individuals shall be able to eat at the same time without competition for food. After feeding, reindeer shall always have at least 2 hours for rumination before working. Audit During the audit, it shall be verified that the feed provided to the reindeer meets the criterion.
3.6 B	Reindeer always have access to clean snow or drinking water.	Clean drinking water or clean snow is essential for the vital functions of reindeer, as sufficient fluid intake supports digestion, metabolism and overall welfare. Particularly in winter conditions, access to water may be limited, so ensuring access to either drinking water or clean snow prevents dehydration and related health problems. During snow-free periods, the establishment shall ensure that reindeer have drinking water available at all times and that it is changed when necessary. During snow-free periods with freezing temperatures, heated containers or other containers that keep the water unfrozen shall be used when necessary. During the snow season, sufficient clean snow shall always be available to each reindeer. Audit

		During the audit, the arrangements used to ensure the reindeer's access to snow/water in different weather conditions shall be inspected.
3.7 B	Reindeer castration is performed only by a reindeer husbandry professional, and pain relief is always used.	Having castration performed only by a reindeer husbandry professional ensures that the procedure is carried out competently, safely and with respect for animal welfare. The use of pain relief is an essential part of ethical animal handling, as it reduces pain, stress and possible complications caused by the procedure and improves recovery. Medication shall always be prescribed for a specific reindeer for a specific purpose. Reindeer castration may only be performed by a veterinarian; in the reindeer husbandry area, castration may also be performed by another qualified person. A reindeer husbandry professional is considered to be a reindeer herding cooperative manager registered in the Reindeer Herders' Association register, a veterinarian or another qualified reindeer husbandry expert. Castration shall be performed using castration forceps, and pain relief shall always be used. In accordance with the recommendation in the Reindeer Herders' Association's Reindeer Castration Guide: the reindeer is given oral pain medication at least 3 hours before castration OR a veterinarian administers local anaesthesia to the reindeer's spermatic cords and skin 20–30 minutes before the procedure, and pain medication is administered to the reindeer by injection at the same time as the local anaesthetic.

		Application A written description of how castration is carried out shall be attached to the application. The description shall state: - Who performs the castration and how their competence has been verified - What kind of pain relief is used Medical procedures shall be recorded in the health monitoring records of each reindeer. Audit Medication records and the reindeer health monitoring records shall be inspected during the audit.
3.8 B	The establishment has prepared a written plan for the feeding and health care of the reindeer. The plan is reviewed with everyone working with the reindeer before the start of the season.	A written feeding and health care plan ensures that the care of the reindeer is consistent, predictable and supports animal welfare. When procedures are defined in advance, errors can be reduced, nutritional balance can be improved, and illnesses or changes can be responded to quickly and according to consistent principles. Reviewing the plan with everyone working with the reindeer before the start of the season ensures that all staff follow the same procedures and understand the objectives and practices of the care, which improves both animal welfare and the safety and quality of the work. The establishment shall have at least 1 veterinary visit annually.

		The plan shall cover the following points: - Reindeer feeding schedule and feed - Regular health-promoting care measures and medication (e.g. parasite treatment). - Commitment to using painkillers and anti-inflammatory medication only for the treatment of injury/illness, never to maintain the performance of the reindeer. - Commitment to ensure that medication, deworming and treatment of illness in reindeer are carried out according to the veterinarian's instructions - Instructions for arranging rest for sick/recovering reindeer. - Commitment to ensuring that a sick/recovering reindeer is never made to work.
3.9 B	The load pulled by the reindeer is adjusted according to the individual reindeer and weather conditions. The weight of the load pulled by a reindeer does not exceed 200 kg.	Adjusting the load pulled by a reindeer individually and according to weather conditions is important for the animal's welfare, safety and ability to work. Individual reindeer have different levels of physical fitness, age and recovery capacity, and conditions such as snow, ice and temperature also significantly affect the strain caused by the load. Poor conditions can significantly increase strain and the risk of injury. Limiting the weight of the load to a maximum of 200 kg ensures that the load does not exceed the physical limits of the reindeer and that the work remains safe and sustainable. This supports the long-term health of the reindeer, prevents strain injuries and improves the welfare of working animals as well as the maintenance of their performance. The establishment shall inform its customers in advance, for example in the booking confirmation or during the instructions given before the start of the tour, that the number of people taken in one

		sled during rides is adjusted according to the individual reindeer and weather conditions. The estimated weight of the load pulled by the reindeer shall not exceed 200 kg. Audit During the audit, it shall be inspected how the weight limit is communicated and how compliance with it is monitored in practice.
3.10 B	The daily working time of the reindeer is maximum 7 hours. Reindeer always have a break between customers.	Limiting daily working time to a maximum of 7 hours supports the physical endurance of the reindeer and prevents excessive strain. Regular breaks between customers are important for recovery, as they reduce stress, allow rest and help maintain the ability to work throughout the day. This promotes the welfare of the reindeer and reduces the risk of strain injuries. Working time is considered to be the time during which the reindeer is tethered/harnessed in front of the sled. If reindeer have to be transported daily to the safari location, the transport time is included in the working time. If a reindeer is tethered in place and customers are able to approach it to feed/pet it, this time is also counted as working time. Between rides, reindeer shall have a rest break of 15–60 minutes. If breaks are longer than 1 hour or the reindeer are without continuous supervision during them, they shall be tethered separately. If a reindeer is tethered, for example, for taking photographs and customers can approach it, the

		working day shall include at least 2 breaks of at least 30 minutes during which the reindeer is left undisturbed. Application The application shall state the daily working time of the reindeer, and an extract from the reindeer working time records shall be attached to the application. Audit During the audit, the working times from the previous December–January of 5 randomly selected reindeer shall be inspected.
3.11 B	The working days and days off of each reindeer are recorded. During the winter season, reindeer have at least 1 day off per week.	Individual records of the working days and days off of each reindeer enable individual workload monitoring and help ensure that no individual reindeer is overworked. This is important for both animal welfare and maintaining the ability to work. It also enables the individual feeding of reindeer to be planned if changes in the animal's general condition and alertness are monitored at the same time. At least one day off per week during the winter season supports recovery from physical exertion, reduces stress and prevents strain injuries, particularly during the intensive working season. Records shall be made daily of at least the following: - reindeer working days and the duration of work shifts

		- days off Application The working time records of all reindeer for 1 week in December and 1 week in February shall be attached to the application. Audit During the audit, the working time records of 5 randomly selected reindeer shall be inspected.
3.12 B	The establishment visibly communicates how it ensures the welfare of the reindeer and how customers shall behave around the reindeer.	Open and visible communication about reindeer welfare and instructions for customers increases the transparency and responsibility of the operations. When customers know how the reindeer are cared for and how they shall behave around them, inappropriate treatment, stressful situations and behaviour harmful to the animals can be prevented. This improves both reindeer welfare and customer safety. The information may be presented on the website/in the booking confirmation/on notice boards/in instructions provided at the entrance to the establishment and, in addition to verbal instructions, through fencing, instruction signs, etc. The instructions shall include at least:

		- Instructions on how to behave near the reindeer and during rides - Photography instructions (e.g. prohibition on the use of flash) - Prohibition on approaching reindeer without staff permission - Prohibition on feeding reindeer without staff permission Customers shall be provided with at least the following information about the care of the reindeer: - The life cycle of reindeer - Releasing reindeer into the wild for the summer - Reindeer training - Reindeer feeding If the establishment offers farm visits during which customers can move freely around the establishment's premises, the visits shall include instructions on how to behave near the reindeer. If individual travellers can purchase the service in advance through electronic channels, the information shall be available to them before making the purchase decision. If the service can be purchased on site, the information shall be clearly displayed before customers are able to approach the reindeer. If the establishment only receives groups with advance bookings, the information shall be included in the instructions provided to customers before they approach the reindeer.
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3.13 B	Each reindeer has individually fitted harnesses, the condition of which is monitored and maintained regularly.	Individually fitted harnesses ensure that the reindeer do not suffer chafing, pain or restrictions on movement while working. The importance of a proper fit is particularly emphasised in repeated and prolonged use, where poorly fitting equipment can lead to strain injuries or changes in behaviour. Regular monitoring and maintenance ensure that the harnesses remain safe and functional in all conditions. This prevents equipment failures during work and supports the welfare of the reindeer as well as the smoothness and safety of the work. Each reindeer shall have designated, individually fitted harnesses. The condition of the equipment shall be monitored regularly, and the equipment shall be maintained at least once a year.
3.14 B	The equipment used to transport reindeer is safe and sufficiently spacious. If the establishment transports reindeer over distances of more than 50 km, the driver has a valid animal transport authorisation.	Safe and sufficiently spacious transport equipment reduces stress, the risk of injury and heat stress for reindeer during transport. Good transport conditions support animal welfare and help ensure that the reindeer arrive at their destination in good condition and able to recover. Requiring an animal transport authorisation for journeys of more than 65 km ensures that the personnel responsible for transport have the necessary competence to handle and transport animals safely over longer distances. This improves animal welfare and reduces risks related to transport. When transporting reindeer, at least the recommendations of the Guide to Good Practices for the Transport of Live Reindeer shall be followed:

		- The height of the space shall be sufficient for the reindeer to stand in a natural position. - There shall be at least 1 m² of space per reindeer. - Reindeer shall not be transported while their antlers are still in velvet. - The floor of the transport compartment shall be non-slip. - Reindeer shall not be transported tethered by their antlers or with their legs tied together. - Reindeer of significantly different sizes or ages, or large males and females, shall not be placed in the same compartment of the transport vehicle. - Adequate ventilation shall be ensured in the transport compartment. - In winter, at least the front wall of the transport vehicle and, where necessary, the side walls shall be solid to reduce the effect of wind chill. - If reindeer are transported in summer at temperatures above +18°C, the transport compartment shall have mechanical ventilation. - The transport vehicle shall have some form of interior lighting. - It shall be possible to visually inspect the condition of the animals during the journey. For this purpose, it is recommended that the transport vehicle has a window into the cab or a surveillance camera connected to a monitor in the cab. Audit If tourism reindeer are transported over distances of more than 50 km for safari operations, the establishment shall have a valid animal transport authorisation. The authorisation shall be presented during the audit.
3.15 B	Driving routes are planned so that they are safe for both	Carefully planned, daily inspected and maintained driving routes reduce the risk of accidents and injuries to both reindeer and customers. Regular route maintenance allows hazards, such as icy

	reindeer and people. The routes are inspected and maintained daily.	sections, obstacles or other changes in conditions, to be identified in time and supports safe operations in all weather conditions. The application shall describe how the routes are serviced and maintained, and whether an alternative route is available if weather conditions change. If it is not possible to construct alternative routes, the criterion is also fulfilled if the establishment uses high-quality maintenance equipment for daily route maintenance (for example, an adjustable drag equipped, where necessary, with ice spikes to break up frozen surfaces). Audit During the audit, the alternative route or the machinery/other equipment used to maintain the routes shall be inspected.
3.16 B	The establishment rents tourism reindeer to other operators so that an employee of the establishment whom the reindeer are accustomed to always accompanies them.	An employee familiar to the reindeer accompanying them reduces the animals' stress and makes them easier to handle in an unfamiliar environment. At the same time, this ensures that the welfare of the reindeer is properly taken care of and that any problems can be addressed quickly and with the animals' needs in mind. To avoid stress for the reindeer and maintain stable conditions, the establishment shall not rent reindeer to external parties without an accompanying employee whom the reindeer are accustomed

		to. The criterion is also fulfilled if the establishment does not rent its reindeer to external operators at all. Application The application shall include a description of reindeer rented to external operators and the personnel who accompanied them.
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CHAPTER 3 B TOURISM ANIMAL WELFARE: REINDEER

GUIDELINE CRITERIA

	Criterion	Explanatory notes
3.17 B	The establishment has registered the reindeer keeping location in the animal keeping location register.	Registering the reindeer keeping location in the animal keeping location register supports transparency of operations, traceability of animals and official supervision. Registration helps ensure that animal keeping complies with legislative requirements and enables effective action, for example in the management of animal diseases. To fulfil the criterion, the establishment shall register the reindeer keeping location in the animal keeping location register (EPR) and ensure that the supervising veterinarian has carried out an inspection visit to the keeping location. Application The application shall include an extract from the animal keeping location register and the supervising veterinarian's inspection report.
3.18 B	The establishment rents tourism reindeer only to members of reindeer herding cooperatives.	Under the Reindeer Husbandry Act, only members of reindeer herding cooperatives have the right to keep and manage reindeer within the reindeer husbandry area system. Although short-term rental of reindeer is also permitted to persons who are not members of reindeer herding cooperatives, such persons rarely have the necessary competence to handle and care for reindeer.

		To fulfil the criterion, the establishment shall demonstrate that it has rented its reindeer only to members of reindeer herding cooperatives. Application The application shall include a description of reindeer rented to external parties and their renters. Audit The auditor shall check from the reindeer herding cooperatives' register that the renters are members of reindeer herding cooperatives.
3.19 B	The establishment's reindeer rides are driven/led by staff.	Having reindeer rides driven or led by staff improves the safety of both the animals and customers. Competent staff are able to monitor the behaviour of the reindeer, anticipate potential problems and ensure that the animals are handled in a manner that respects their welfare throughout the ride. Inexperienced handling by customers causes stress to the reindeer and increases the risk of them becoming frightened and injured. To ensure that the reindeer can work safely and with as little stress as possible, the establishment does not allow customers to drive or lead the reindeer themselves. To fulfil the criterion, the establishment shall clearly state in its advertising and booking confirmations that all its reindeer rides are driven by staff.

		Audit During the audit, the information provided about reindeer rides in marketing materials shall be inspected.
3.20 B	The establishment's reindeer rides are organised at one location, and the reindeer do not need to be transported regularly for this purpose.	Organising reindeer rides at one location reduces the need to transport the animals and the resulting stress and risk of injury. When reindeer do not need to be regularly moved between different locations, their daily lives are more predictable and less demanding, which supports animal welfare. Transport always causes additional stress to reindeer and reduces their quality of life. Instead of regular transport, it is recommended that reindeer rides are organised at or near the reindeer keeping location. Regular transport means transport that takes place daily or weekly from the reindeer keeping location to the location where the rides are organised. To fulfil the criterion, the establishment's programmes shall be organised close enough to the animal keeping location that the reindeer do not need to be transported for them. Occasional transport (less than once a week) is, however, permitted. Audit During the audit, it shall be verified that regular rides are organised at the establishment or in its immediate vicinity.

3.21 B	All of the establishment's working reindeer used for pulling are registered in the tourism reindeer register.	The tourism reindeer register is a key part of quality control in reindeer farm tourism and the monitoring of animal welfare. A three-year-old reindeer can be registered as a tourism reindeer if it has demonstrably been trained, accustomed to groups of people and used as a tourism reindeer. Tagging confirms that the tourism reindeer has been officially identified and demonstrably trained, which benefits both the reindeer owner and customers. To ensure the quality and safety of reindeer rides, it is recommended that the establishment only uses reindeer registered in the tourism reindeer register. Audit During the audit, it shall be verified that all harnessed reindeer have a blue tourism reindeer tag in their ear. Reindeer in their first year of pulling are an exception, as they cannot yet have a tourism reindeer tag.
3.22 B	The establishment is a member of Porotilamatkailu ry.	Membership in Porotilamatkailu ry demonstrates the establishment's commitment to common practices in the sector, the development of responsible operations and professional reindeer farm tourism. Membership also supports the maintenance of competence and the sharing of good practices between operators. Porotilamatkailu ry provides its members with training and guidance on matters related to reindeer farm tourism, reindeer husbandry and reindeer handling. In addition, the association maintains a register of reindeer used in reindeer farm tourism activity program services.

		A shareholder of a reindeer herding cooperative who operates a reindeer tourism business within the reindeer husbandry area, or a legally competent reindeer farm tourism establishment owned by such a shareholder, may become a full member of the association. Upon separate application, membership may also be granted to a person who is not a shareholder of a reindeer herding cooperative but whose establishment provides products or services that support reindeer farm tourism. Audit The establishment's membership shall be verified from the membership register of Porotilamatkailu ry.
3.23 B	The enclosures provide at least 400 m ² of space per reindeer.	Reindeer are semi-wild animals that may travel tens of kilometres per day when living in the wild. Reindeer used in tourism are generally not fully domesticated, and their need for free movement is greater than that of domestic animals. Larger enclosures promote reindeer welfare by allowing them to move around a larger area if they wish. Audit During the audit, the size of the enclosures and the number of reindeer kept in them shall be inspected.

3.24 B	Reindeer are kept in enclosures without tethers.	Keeping reindeer in enclosures without tethers allows them to move more freely and engage in species-typical behaviour and reduces the risk of injury and entanglement associated with tethers. This promotes reindeer welfare and provides them with a safer and more natural living environment. A tether attached to a released reindeer may become caught on trees, fences or the reindeer's legs and cause the reindeer to panic or become injured. Reindeer accustomed to handling allow themselves to be caught without a tether. However, a tether is permitted for reindeer in training if catching them would otherwise be difficult and would therefore increase the stress experienced by the reindeer. In such cases, efforts shall be made to ensure that there are no structures in the enclosure in which the tether could become entangled. Audit During the audit, it shall be verified that reindeer in the enclosures do not have tethers attached to their halters. However, a tether is permitted for reindeer in training for a maximum of 2 weeks.
3.25B	Reindeer castration is performed in the presence of a veterinarian.	Castration performed under the supervision of a veterinarian and with appropriate medication is the safest and least painful way to carry out the procedure, benefiting both the reindeer and people. Legislation requires pain medication to be administered to animals in connection with all surgical procedures that are likely to cause pain.

		Application The application shall include the veterinarian's invoice/other documentation showing that a veterinarian was present during the castration and that pain medication was used.
3.26 B	All tourism reindeer have at least 2 days off per week.	Regular days off are important for the physical and psychological recovery of reindeer. At least two days off per week reduce the strain caused by work, prevent strain injuries and help maintain the welfare and work motivation of reindeer in the long term. To fulfil the criterion, the establishment shall demonstrate that all its reindeer used in tourism have had 2 days off per week, including during the peak winter season. In this context, tourism use also includes being tethered for tourists to take photographs, not only pulling. Audit During the audit, the working time records of 2 randomly selected reindeer from December to February shall be inspected. Both reindeer shall have had at least 2 days off per week throughout the period inspected.
3.27 B	A reindeer pulls continuously for no more than 1 hour at a time.	Limiting continuous pulling time to no more than one hour reduces the physical strain on reindeer and prevents fatigue and strain injuries. Regular breaks during work support recovery, improve the quality of work and promote reindeer welfare, particularly in operations involving repeated customer rides.

		Most customers are satisfied with relatively short reindeer rides. By shortening the duration of the ride, the same experience can in many cases be provided while giving the reindeer more free time. To fulfil the criterion, all reindeer rides offered by the establishment shall last no more than 1 hour. Reindeer shall have a break of at least 15 minutes between customers. If breaks are longer than 1 hour, the reindeer shall be unharnessed from the sleigh. Application The application shall include a description of the reindeer rides offered by the establishment or a link to the website/other channel where the offering is presented.
3.28 B	The establishment states on its website and in other communications the temperature limits above or below which reindeer rides are not carried out.	Openly communicating the temperature limits increases the transparency of operations and ensures that customers understand the restrictions related to animal welfare in advance. Clear limits help prevent excessive thermal stress in reindeer and ensure that operations are suspended in conditions where they could endanger the animals' health and welfare. The lowest permitted temperature for rides is –35°C, and the highest permitted temperature is +5°C, but the establishment may set stricter temperature limits if it wishes. Information on the temperature limits shall be available to customers on the website or other booking channel before booking a ride. The information shall also be included in the booking confirmation.

		Application The application shall include the booking confirmation and the address of the website/other channel where information on the temperature limits is available to customers before participating in the ride.
3.29 B	The reindeer's working day is no more than 4 hours.	Shorter and more compact working days allow reindeer to engage in species-typical behaviour, as they can spend most of the day freely in an enclosure. In this context, working time means the actual pulling time, not the waiting time between customers. However, to fulfil the criterion, the total time during which a reindeer is harnessed to a sleigh and tethered shall not exceed 4 hours per day/20 hours per week. Application The application shall state the daily working time of the reindeer and include an extract from the reindeer working time records. Audit During the audit, the working time records from the previous December–January shall be inspected for a random sample of 5 reindeer.

3.30 B	The route used for rides is selected according to the weather and conditions of each day. The establishment has at least one alternative route that can be used when necessary.	Continuous use of a single route causes wear: the snow becomes compacted, the track deepens and uneven sections increase. Rapid changes in weather conditions can make certain routes slippery or difficult to travel. A heavier load (e.g. more passengers) also places greater strain on the reindeer. In such cases, a shorter or more even route with fewer climbs and difficult sections can be selected so that the strain on the animal remains reasonable. Varying the routes also reduces repetitive strain and makes the work more varied for the reindeer. Changing the route makes it possible to select the safest and easiest option to travel. Alternative routes increase flexibility, improve safety and support both reindeer welfare and service quality. To fulfil the criterion, the establishment shall have at least 2 routes in use or available for use quickly (within the same day). Audit During the audit, the establishment shall present the routes used, the reasons for changing routes and the measures taken to keep them usable.
30.31 B	If the establishment employs trainees in reindeer care tasks,	By offering traineeships to students in the reindeer husbandry sector, the establishment contributes to the development of competence in the entire sector and demonstrates its commitment to the

	the trainees are students of reindeer husbandry, veterinary medicine or animal training.	continuity of the traditional livelihood. Students bring up-to-date knowledge, new practices and ideas (e.g. animal welfare and handling, sustainable tourism, customer service) that can help develop the establishment's operations. In addition, employing trainees in the sector serves as a recruitment channel, as the establishment can train students to become employees suited specifically to its operations and later employ the best of them. Trainees shall always have a responsible and competent supervisor and appropriate work supervision. To fulfil the criterion, the establishment shall employ at least one trainee as referred to in the criterion during the current winter season. Audit During the audit, the establishment shall present a written account of the persons who have worked at the establishment during the current winter season. To fulfil the criterion, they shall include at least 1 trainee as referred to in the criterion, and the trainee's training period shall be at least 1 month.
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