



FINLAND

- Home of sustainability -

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Country Profile

GEOGRAPHY

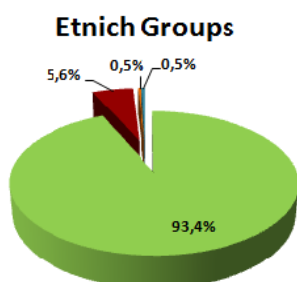
Capital:	Helsinki
Major cities:	Espoo, Tampere, Vantaa
Continent:	Europe
Region:	Northern Europe
Area:	338 435 km ²

SOCIAL AND POLITICAL FEATURES

Official languages:	Finnish, Swedish
Government:	Unitary parliamentary constitutional republic
President:	Sauli Niinistö
Prime Minister:	Juha Sipilä

POPULATION FEATURES

Population:	5.486 millions
Density:	18/km ²
Population growth rate:	0.5%
Youth population aged less than 15:	16,4%
Elderly population aged 65 and over:	19,7%
Life expectancy at birth:	81.1



■ Finn ■ Swede ■ Russian ■ Others(Estonian, Roma, Sami)



ECONOMIC FEATURES

Currency:	Euro
GDP per capita:	41,068\$
Real GDP growth:	-0.13% (2014)
CPI growth:	+1.04% (2014)
Inflation rate:	1.0%
Total employed:	2,402,000
● age 15-24:	43.0%
● age 25-54:	80.4%
● age 55-64:	59.2%
Unemployment rate (total):	8.7%
● male:	9.3%
● female:	8.0%
HDI:	0.883
HDI ranking:	24°



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The aim of the report is to present new opportunities of investment for our company, EcoEntertainment, world leader in the development and promotion of sustainability in one of the key drivers of the global economy: tourism.

OVERVIEW.

Europe is experiencing an era of *transformation*. Last decades' global and financial crisis has damaged both economic and social progress, revealing the structural weaknesses in Europe's economy. Simultaneously, the world is coping with several challenges (globalisation, pressure on resources, ageing), which lead Europe to completely reconstruct itself, with a new efficient strategy. It is necessary to turn the continent into a **smart, sustainable and inclusive economy**, promoting high levels of employment, productivity and social cohesion.

According to the new program “*Europe 2020*”, the three main priorities to be reinforced are: **smart**

growth, based on knowledge and innovation; **sustainable growth**, to get a more resource efficient, greener and competitive economy; **inclusive growth**, to foster a high-employment economy delivering social and territorial cohesion.



A glimpse of a Finnish lake.

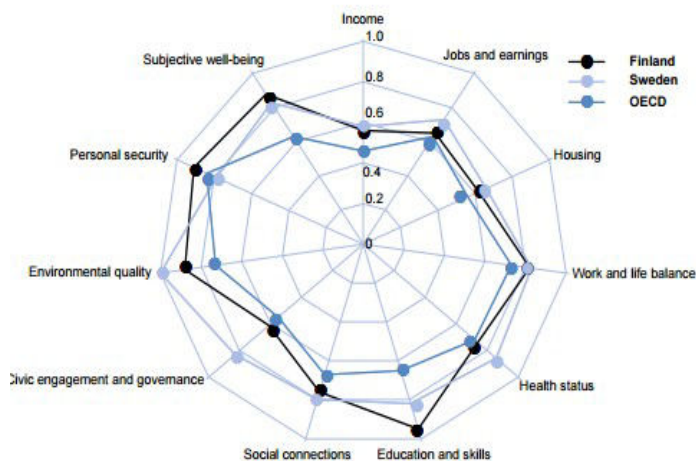
FINLAND: A NEW STARTING POINT.

Strong growth, innovation and structural reforms are the key drivers of the evolution that have transformed Finland into one of the most competitive economies in the world, ensuring one of the highest level of well-being in the world for its citizens. Thus, Finland ranks seventh in the World Happiness Report 2013, and performs better than the OECD



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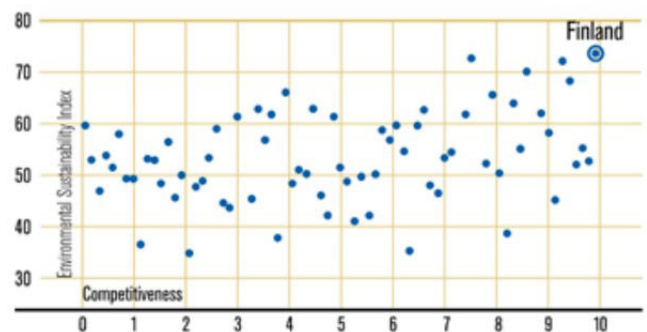
average in all dimensions of the OECD Better Life Index.



Source: OECD, *How's Life? 2013, Measuring Well-being*

The Finnish government has defined an ambitious package of structural reforms in order to keep living standards and well-being high: consolidate municipal finances; support productivity growth in public services; extend working careers and raise labour supply; reduce structural unemployment and raise the economy's potential output. These targets are supported by strong investments in innovation in clean technologies and green growth, and the monitoring of the impact of direct public funding to ensure efficient resource allocation and

support activities which generate positive externalities, such as basic research and education. Moreover, because of its very high environmental quality and the great potential offered by rich natural resources, notably forests, Finland is putting efforts in removing environmentally harmful subsidies, taking into consideration wider socio-economic and competitiveness effects. In 2008, Finland has been ranked 4 among 146 countries in the environmental performance index provided by the World Economic Forum.



Source: ESI, 2002

TOURISM STRATEGY TO 2020.

The Finnish Ministry of Employment and the Economy has compiled the "Tourism Strategy", since tourism produces the major



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impacts on employment and it is considered a key export industry (in 2013, the value added generated by tourism amounted 2.5% of GDP) . Finland is deeply active in implementing this new strategy of **sustainable tourism**, defined as “*envisaged as leading to management of all resources in such way that economic, social and aesthetic need can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems*”. Together with the Environmental Protection Act (86/2000), which defines the minimum standards of environmental responsibility and applies to all businesses operating in the country, since 1987 a sustainable development has been largely promoted in mainstream politics, through a broad cooperation which involves the government, the private sector, interest groups, the scientific community, the education system and the media. Moreover, in 2001, the Finnish Tourist Board created a special quality label in order to enhance

the reliability of producers and tourism destinations in their work, such as:

- Laatu-tonni (entrepreneurs);
- Destination Quality Net DQN;
- Destination Management DMN;
- *Green Destination Quality Net*;
- Wellbeing Laatu-tonni;
- Culture Laatu-tonni since 2011.



Examples of quality labels.

FIVE OPPORTUNITIES.

Finland has more than **70 protected areas**, for this reason Finns have always considered nature as a good to take care of and respect. These aspects are taken into account in everything, particularly in traveling's field. There are five directions to enjoy



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the sustainability's opportunities offered by Finland:

● **Traveling.**

Reaching the destination is not “the end of the story”: the journey itself is an experience and an adventure (*environmental friendly and sensible traveling*);

● **Design.**

Sustainable design is both ethical and ecological, and being transparent and open throughout the whole production chain and in all business activities is a crucial point;

● **Nature.**

Amazing sceneries, clean lands, forests, lakesides and national parks, together with restrictions for hunting and fishing.

● **Accommodation.**

More than 40 hotels have been awarded with the Nordic Ecolabel,

a guarantee of sustainability,

high environmental standards, efficiency, quality, which involve all staff and business.

● **Food.**

From coastal areas to inland towns, local seasonal and fresh products can be tasted.



ENDING.

Globalisation and technologies are slightly pushing us away from our traditions and lands. We have the big responsibility to preserve them as the biggest treasure at our disposal. Finland, is one of them.



References.

- www.oecd.org;
- www.unctad.org;
- www.worldbank.org;
- Sustainable Development and

tourism in Finland, 2007.

