



SVENSKA
TURISTFÖRENINGEN

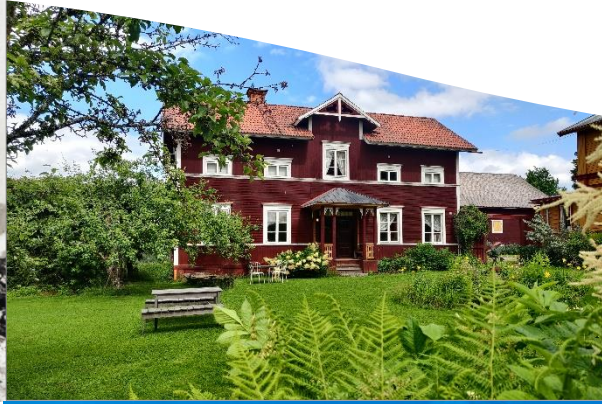
Plastic waste in the Swedish mountains

Daniel Skog
Head of sustainability
Swedish Tourist Association





SVENSKA
TURISTFÖRENINGEN



STF is one of Sweden's **largest non profit organisations**

Founded in Uppsala in 1885 on the motto – Know your country!

250 facilities all over the country [hostels, hotels, mountains stations and huts]

1 million guest nights

Turnover 276 MSEK (2020)

213 employees [500 in the seasons]

228 000 members

Consultative body for legislators and government agencies

Vision

To get more people to discover Sweden





SVENSKA
TURISTFÖRENINGEN

8+2





SVENSKA
TURISTFÖRENINGEN

44





Social norms





Timing



Storage

https://www.youtube.com/watch?v=8nMidB_dE9Q&feature=youtu.be



Transport



OUR SUSTAINABILITY PLEDGE TO YOU

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



We sort our waste

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



We take responsibility for our energy consumption

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



We care about our water resources

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



We contribute to a living countryside and a sustainable agriculture

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



We use environment-friendly products

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



We take our responsibility as an employer

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



We have a holistic perspective on our business

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



We follow the sustainability policy of STF

You can find the policy on the STF website.



We engage with society

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



We help you become a sustainable guest

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

Thank you

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

WWW.SWEDISHTOURISTASSOCIATION.COM





SVENSKA
TURISTFÖRENINGEN



11 000 tonnes CO₂e





SVENSKA
TURISTFÖRENINGEN



-80%