



CAMP  
*Ripán*



NORTHERN LIGHTS IN THE WINTER

# Kiruna in Swedish Lapland





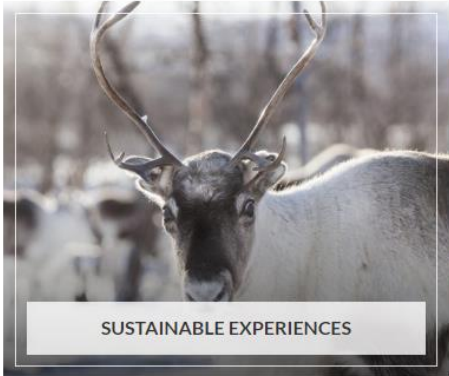
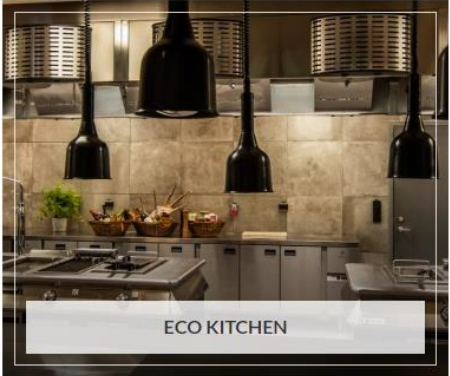
- **90 HOTEL CABINS**
- **NEWLY RENOVATED DOUBLE ROOMS**
- **RESTAURANT**
- **PADEL HALL**
- **GYM**
- **ACTIVITIES ALL YEAR AROUND**
- **HIKING AND SKIING TRACKS**
- **BUILD YOUR OWN PACKAGE**













# ORGANIC FERTILIZER FROM FOOD WASTE







## **CHALLENGES**

- **INITIAL INVESTMENTS**
- **GETTING THE STAFF ONBOARD**
- **COMMUNICATION TO  
STAKEHOLDERS**
- **GETTING THE GUEST ONBOARD**
- **REMOTE LOCATION (AIR TRAVEL)**
- **FINDING SUSTAINABLE  
PARTNERS**

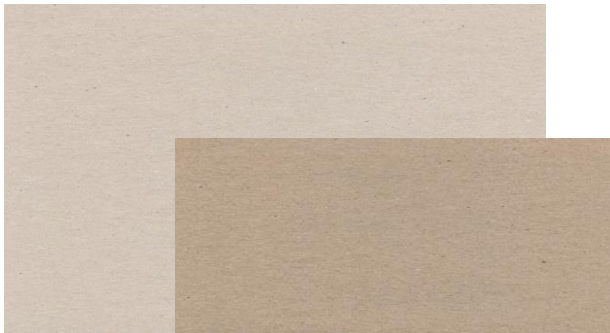


## OPPORTUNITIES

- **GOOD FOR THE ENVIRONMENT**
- **SUPPORT LOCAL BUSINESS**
- **BRAND BUILDING**
- **NEW MARKETS ARISES**
- **LOYAL GUESTS**
- **TRANSPARENT EXPERIENCES (LEARNING)**
- **SAVING MONEY**
- **SOCIAL RESPONSIBILITY**
- **ATTRACTIVE WORKPLACE**



# RIPAN ACADEMY



## **INTO THE FUTURE**

- **FINDING WAYS IN YOUR EVERYDAY LIFE TO REDUCE THE CLIMATE IMPACT**
- **LONGER HOLIDAYS**
- **CHOOSING "GREEN DESTINATIONS/HOTELS"**
- **HIGHER DEMANDS ON DESTINATION**



## **BECOMING A SUSTAINABLE DESTINATION**

**KEEP EDUCATING STAFF, GUESTS AND PARTNERS**

**USE WHAT YOU HAVE**

**SEEING THE WHOLE PICTURE**









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