



**SHALL WE ACT TOGETHER FOR A BETTER FUTURE?**

YELLOW IS THE COLOR OF HOPE AND JOY. IT'S ALSO THE COLOR OF MOOD OF FINLAND COMPANY AND IS ASSOCIATED WITH THE MISSION. HOPE WITHOUT ACTION REMAINS HOPEFULNESS. JOY EXPERIENCED TOGETHER DOUBLES THE JOY.

MOOD OF FINLAND COMPANY'S MISSION IS TO ACT, TOGETHER WITH OTHERS, FOR A BETTER FUTURE.

I AM LOOKING FORWARD TO HEARING FROM YOU!

**ANU NYLUND**  
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 **Mood of Finland**  
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## Päästöt kategorian mukaan

The emissions in 2024: 3,98t kg CO<sub>2</sub>e.

For comparison, the average emissions of Finns are approximately 8,000kg CO<sub>2</sub>e/year.



CO<sub>2</sub>e emissions / service day 2024: 22 kg | 2023: 16Kg | 2022: 21kg

Glasgow Declaration Action Plan vol 3 / 2024 -2026

Mood of Finland, updated 07/2025

Glasgow climate declaration signed 22.11.2021





# Action plan 2


Action plan published 30.7.2025

Includes the five steps:

- Measure
- Decarbonise
- Regenerate
- Collaborate
- Finance



FINNISH *Travel Gala 2024*  
Voting is open until 31 August 2024: [www.finnishtravelgala.fi](http://www.finnishtravelgala.fi)

 Mood of Finland

Mood of Finland company is nominated in two categories:

★ Tourism innovation of the year: Love Forest Finland



★ Travel person of the year: Anu Nylund







MOOD OF FINLAND COMPANY IS A RESPONSIBLE PARTNER AND SERVICE PROVIDER THAT REGENERATES TOGETHER WITH OTHERS IN GOOD MOOD.

MOOD OF FINLAND COMPANY HAS BEEN AWARDED THE SUSTAINABLE TRAVEL FINLAND (STF) LABEL FOR LONG-TERM WORK FOR SUSTAINABLE TOURISM FOR THE FIRST TIME IN 2020 AND FOR THE FOURTH TIME IN 2025.



VISIT FINLAND'S STATEMENT IN 2025: THE CONVINCING, INNOVATIVE AND WIDE-RANGING SUSTAINABILITY WORK CONTINUES WONDERFULLY AT MOOD OF FINLAND. GOOD LUCK FROM NOW ON!

MOOD OF FINLAND COMPANY HAS COMPLETED THE WE SPEAK GAY TRAINING 01/2025



SCANDINAVIAN OUTDOOR AWARD 2024: JURY HONORARY ECO AWARD: MOOD OF FINLAND

## Finnish Travel Gala

ANU NYLUND HAS BEEN A FINALIST FOR RESPONSIBLE OPERATOR OF THE YEAR IN 2017 AND 2023.



MOOD OF FINLAND COMPANY HAS VERIFIED RESPONSIBILITY WORK IN ACCORDANCE WITH THE CRITERIA OF BIOSPHERE CERTIFICATION SINCE 2020.

AUDIT COMMENTS IN 2025: WE RECOGNIZE AND APPRECIATE YOUR OUTSTANDING EFFORTS ACROSS NEARLY EVERY ASPECT OF YOUR BUSINESS. YOUR DEDICATION TO DOING GOOD, INSPIRING OTHERS, SETTING THE RIGHT EXAMPLE, AND EDUCATING ON SOCIAL AND ENVIRONMENTAL ISSUES IS TRULY VERY GREAT. KEEP UP THE GOOD WORK!



MOOD OF FINLAND COMPANY WAS THE FIRST IN FINLAND TO SIGN THE INTERNATIONAL GLASGOW CLIMATE COMMITMENT 11/2021

ANU NYLUND/ MOOD OF FINLAND COMPANY HAS BEEN A MEMBER OF THE INTERNATIONAL REGENERATIVE TOURISM NETWORK SINCE 2021, WHERE WE LEARN AND DO THINGS TOGETHER.



### Päästöt kategorian mukaan



MOOD OF FINLAND COMPANY HAS CALCULATED THE EMISSIONS SINCE 2021. THE TOTAL EMISSION AMOUNT WAS 3,98T AND PER SERVICE DAY 22 KG CO2E IN 2024.

MOOD OF FINLAND COMPANY LAUNCHED THE FIRST REGENERATIVE TOURISM TRAINING IN FINLAND IN MAY 2023.

LOVE FOREST FINLAND -CONCEPT HAS BEEN DESIGNED IN REGENERATIVE WAY.



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# Measure

- The Mood of Finland company has implemented the emission counter of Finland's national tourism industry, and the emissions have been measured over a period of three years (2021, 2022, 2023 and 2025).
- The emissions have been measured at the level of scope 1-3
- Please, find more information in the adjacent picture next page.
- Results have been published in a transparent way on websites and on social media platforms





The mood of Finland's company's emissions was calculated using the Tourism Industry Carbon Calculator (Visit Finland). An outside party does not check the results and the figures are only used to monitor and compare our own company's emissions in different years.

#### Good to note:

- Mood of Finland company is a service provider
- No on-site location
- Services are produced in different parts of Finland. International cooperation requires travel.
- Purchases include education, insurance and digital communication.
- Emissions from energy consumption are generated in the home office (18% of the total electricity and heat consumption, all with renewable energy)

#### The biggest emission sources

- Accommodation for business trips 1925kg CO<sub>2</sub>e, 48% of emissions.
- Transportation emissions from business trips total 1614 kg CO<sub>2</sub>e, 41%.
- Domestic trips 115kg CO<sub>2</sub>e, 7% of transportation emissions: train 10126km, bus 420km, car 9175km (renewable fuel)
- International trips: Train 3998km (120kg CO<sub>2</sub>e), ferry 1070km (62kg CO<sub>2</sub>e) and flights 7141km (1328 kg CO<sub>2</sub>e)

All domestic trips and as much of international trips as possible are made overland

Comparison: **Greenhouse emissions in 2024: 3.98t** kg CO<sub>2</sub>e | in 2023: 3t kg CO<sub>2</sub>e | in 2022: 2.4t kg | 2021: 2.6t kg

## Päästöt kategorian mukaan

The emisisions in 2024: 3,98t kg CO<sub>2</sub>e.

For comparison, the average emissions of Finns are approximately 8,000kg CO<sub>2</sub>e/year.



CO<sub>2</sub>e emissions / service day 2024: 22 kg | 2023: 16Kg | 2022: 21kg

## CLIMATE ACTIONS

- Company's goal is to monitor emissions, take all possible measures to reduce emissions and participate in the preservation and restoration of biodiversity.
- According to Finnish offset companies, Mood of Finland could offset its 2024 emissions by paying approximately €150.
- Mood of Finland company does not directly offset emissions, but donated €694 to climate and nature conservation work in 2024 as follows:
  - €500 to the Natural Heritage Foundation (€290 + €210 from the sale of Forest of Love certificates)
  - €154 for peatland restoration
  - €40 to MyClimate, for the offset of aviation emissions

Mood of Finland has been organizing alien species eradication events since 2020. The Love Forest Finland concept invites to plant trees and donate money to nature conservation. The Glasgow Climate Declaration was signed on 11/21, first in Finland.

## Mood of Finland

MOOD OF FINLAND COMPANY'S MISSION IS TO ACT FOR A BETTER FUTURE



**Anu Nylund**

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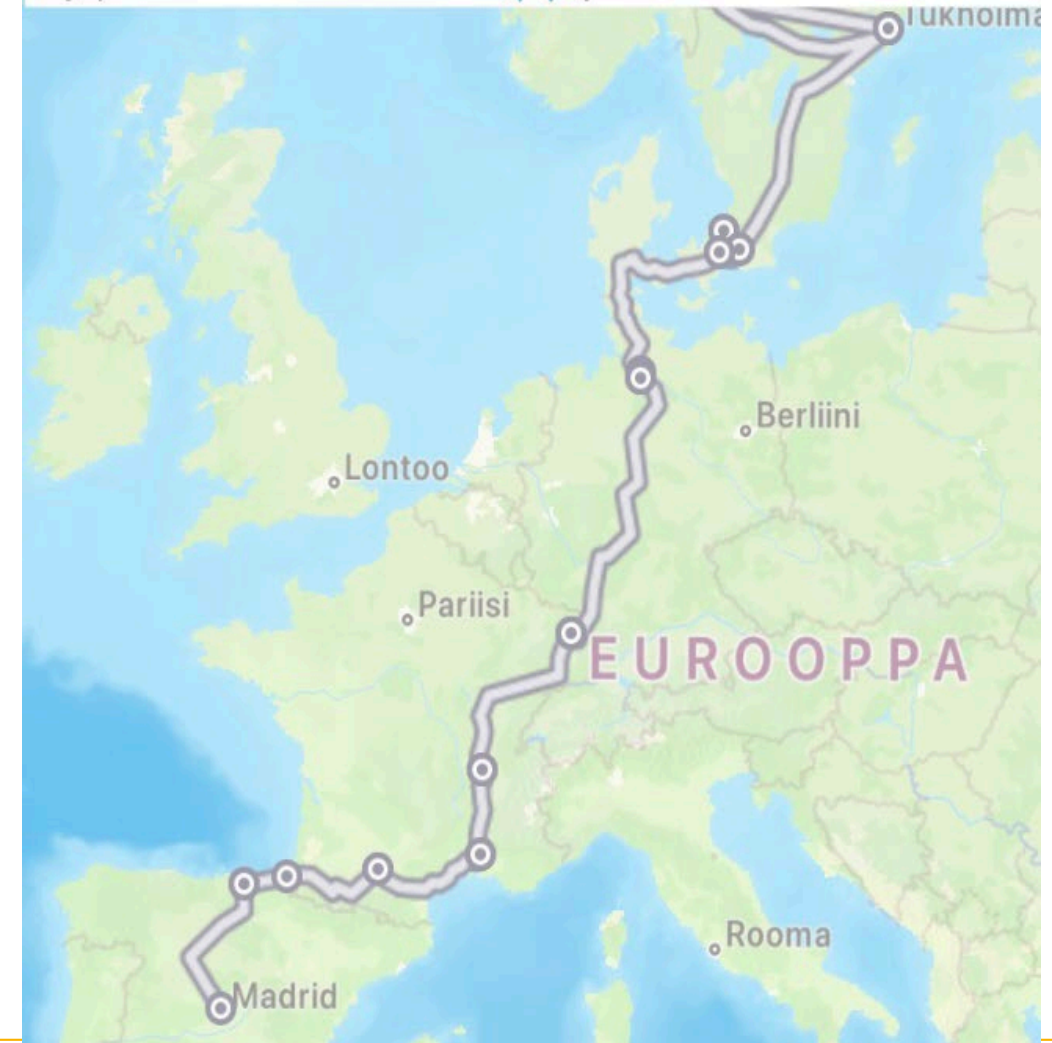




# The next steps 2025-26: Measure

- Mood of Finland company continues to measure the emissions and continues open communication and fleshing out the emission discussion so that the threshold for other companies to join is lowered.
- All domestic trips are made overland and most of the business trips to Europe by land and sea.
- Mood of Finland has been selected as a partner in an EU project (2025-2027) that promotes awareness of climate change and promotes rural revitalization through regenerative tourism. At least half of the project's trips to Spain, Belgium and Finland will be carried out by land and sea instead of flights.

1.7 Hyvinkää - Turku 🚆 2,5h  
 1-2.7. Turku - Stockholm 🚢 10,5h  
 2.7. Stockholm - Helsingborg -Copenhagen 🚆 6,5h  
 3.7. Copenhagen - Strasbourg 🚆 12,5h  
 5.7. Strasbourg - Avignon 🚆 7h  
 6.7. Avignon - Toulouse 🚆 5h  
 7.7. Toulouse - Biarritz 🚆 3,5h - Bilbao 🚌 2h  
 9.7. Bilbao -Amalurra 🚌 45min  
 11.7. Amalurra - Bilbao 🚌 45min  
 12.7. Bilbao - Madrid 🚆 4,5h  
 13.7. Madrid - Helsinki ✈️ 4h





# Decarbonise

**The choices that can be directly influenced have already been made to a very large extent.**

**Accommodation** is clearly the company's largest single source of emissions 2022-> 1046 kg CO<sub>2</sub>e, i.e. almost half of the emissions. 2023 -> 1391 kg CO<sub>2</sub>e, 46% of the total emissions, 2024-> 1950 kg CO<sub>2</sub>e, 48% of the total emissions.

Reducing emissions requires accommodation in companies that cause less emissions, but the choice has not been possible because the companies do not publish emission figures.

- Training services all over Finland and partnership in the European Forestwell project required transportation:
- Total emissions caused by transportation:  
Total: 1614 kg CO<sub>2</sub>e, 41%.
- Domestic trips 115kg CO<sub>2</sub>e, 7% of transportation emissions: train 10126km, bus 420km, car 9175km (renewable fuel)
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# Decarbonise

The previous goals 2022- 24 have been reached as below

Mood of Finland company doesn't have a permanent place for the office. Emissions from energy consumption have been calculated according to the home office consumption, 18% of the total consumption. Electricity and heating are produced by renewable energy. Consumption was 70kg CO2e emissions in 2022, 2023 1529kWh = 63kg CO2e, and 2024 1504kWh = 60kg CO2e. The consumption varies mostly because of the weather conditions during the winter season.

According to Finnish offset companies, the Mood of Finland could offset its 2024 emissions by paying approximately €150.

Mood of Finland company does not directly offset emissions, but donated €694 to climate and nature conservation work in 2024 as follows:

€500 to the Natural Heritage Foundation (€290 + €210 from the sale of Forest of Love certificates)

€154 for peatland restoration

€40 to MyClimate, for the offset of aviation emissions







## Next step 2025-26: Decarbonise

The Mood of Finland company's carbon neutrality is strongly in the hands of service providers.

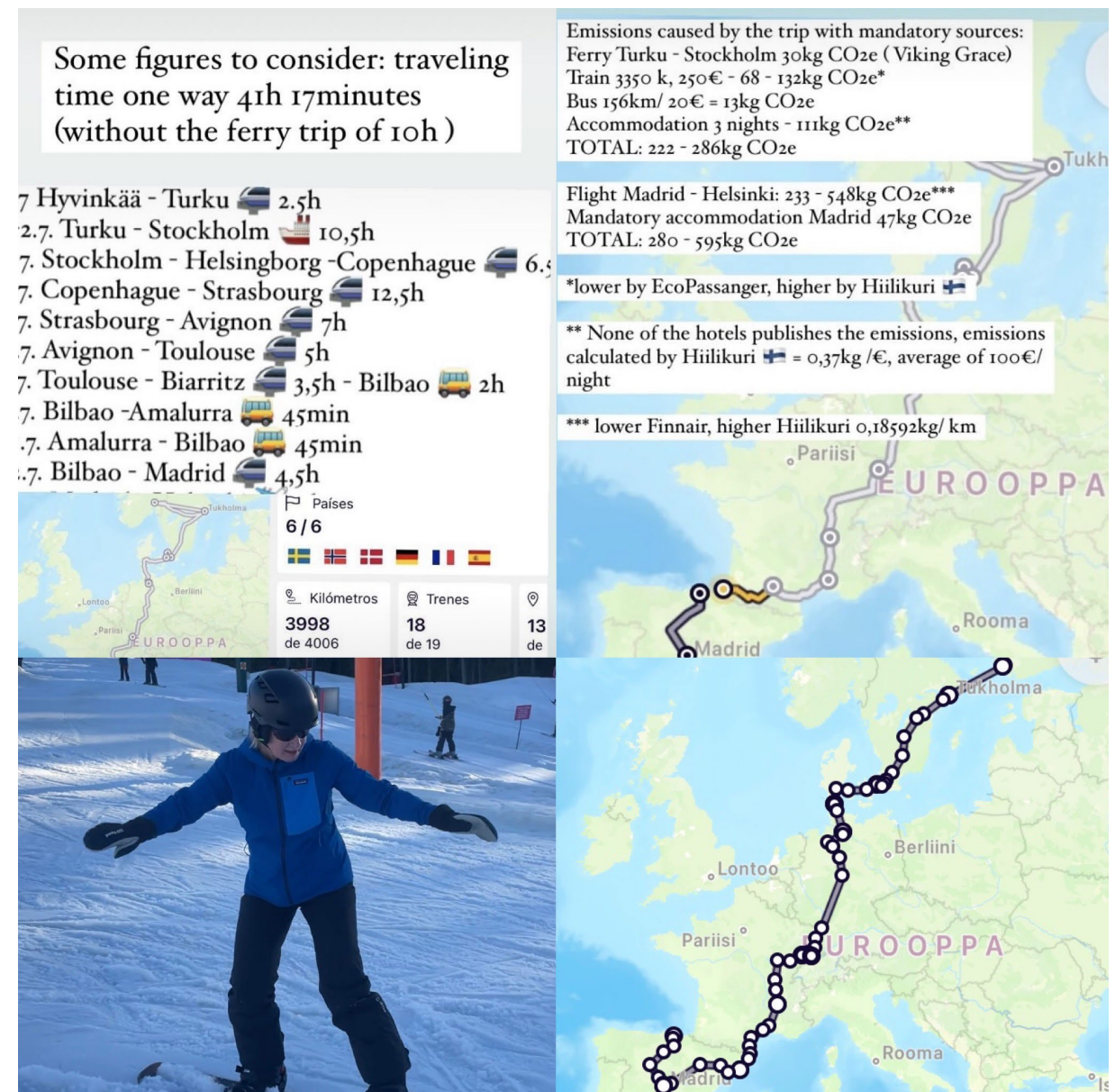
- The choices that can be directly influenced have already been made to a very large extent.

### Solutions:

- Trying to find accommodation providers with lower emissions.
- Hopefully, asking for the emissions encourages accommodation providers to calculate the emissions and publish the information for customers
- All the domestic trips and most of the trips abroad will be done by land and sea.

### Offsetting emissions

- Mood of Finland does not directly offset emissions but donates money every year to the Natural Heritage Foundation for the protection of old forests and keeps on doing so.
- We are committed to pay the direct compensation fee always when flying..





# Regenerate

The previous goals 2024 have been reached as below

**Attending the International f2f course of regeneration to learn more and have a qualification of the mentor:**

The onsite course and workshops on-site in Amalurra, Bilbao, Spain in July 2024.

**Developing a new concept of regenerative tourism:** The living lab, an old rural house has been bought and the renovation started in October 2024.

**Piloting new learning material:** The Learning material has been updated in Autumn 2024 and again in Summer 2025.

**Piloting regenerative thinking in place together with the community:** the old house has been bought, and the community has been informed. The more concrete co-operation starts in 2025.

**Continuous learning with the Turismo Regenerativo community:** Mood of Finland has strengthened the partnership and has joined the membership for the community. Attending the monthly meetings.

**Organizing open webinars:** together with the Rural Finland Tourism Hub.

**Events to take off the alien species:** two events have been organized to take of the Giant Balm.

**Publishing articles about the regeneration:** Several articles can be found in the [Forestexperience](#) blog. Mood of Finland has established and continues to manage the regenerative tourism group on LinkedIn.

**Co-operating together in networks of different industries:** Attending the national Regeneration platform in Finland





# Next step 2025-26: Regenerate

- Attending an international regenerative tourism event.
- Developing a new concept of regenerative tourism together with the local community
- Organising an open workshop for the local community together with international partners.
- Continuous learning and an active role in the Turismo Regenerativo community.
- Attending as a keynote speaker for at least 3 events.
- Organising Events to take off the alien species.
- Publishing articles and attending other promotional events and platforms (such as podcasts, videos, etc) about the regeneration





# Collaborate

The previous goals 2024 have been reached as below

Launching a new business idea together with a community/ entrepreneurs, designed in a regenerative way:

- Under construction, the living Lab has been launched (an old rural house).

New cooperation in tree-planting event:

- A new basecamp was launched, and trees were planted in October 2024 in Janakkala.

New openings in international cooperation:

- CE4RT - network
- Rural Finland Tourism Hub







# Next step: Collaborate 2025-2026

- Attending an on-site meeting organised by the Turismo Regenerativo community.
- Co-operating with other international regenerative groups (at least one new network).
- Tightening co-operating with the Finnish companies committed to regeneration.







# Finance

- Mood of Finland company is a small company with relatively small financial resources at its disposal
- At home office all possible actions have been done and financed in 2022 (such as the installation of an air source heat pump, saving energy, waste recycling, all energy is renewable)
- Since acting for a better future is the company's mission, we are also looking for ways to finance projects that can protect and restore nature (500€ donated to Natural Heritage Foundation to conserve old forests)
- We are looking for cooperative projects in line with our values ( such as Forestwell – project funded by Erasmus+)
- Refueling the car with renewable fuel means an additional cost of around €300 per year compared to normal fuel, but will keep on doing so.
- The most important thing from an economic point of view is to act in an economically sustainable manner, monitor economic figures and react in time to possible exceptional situations

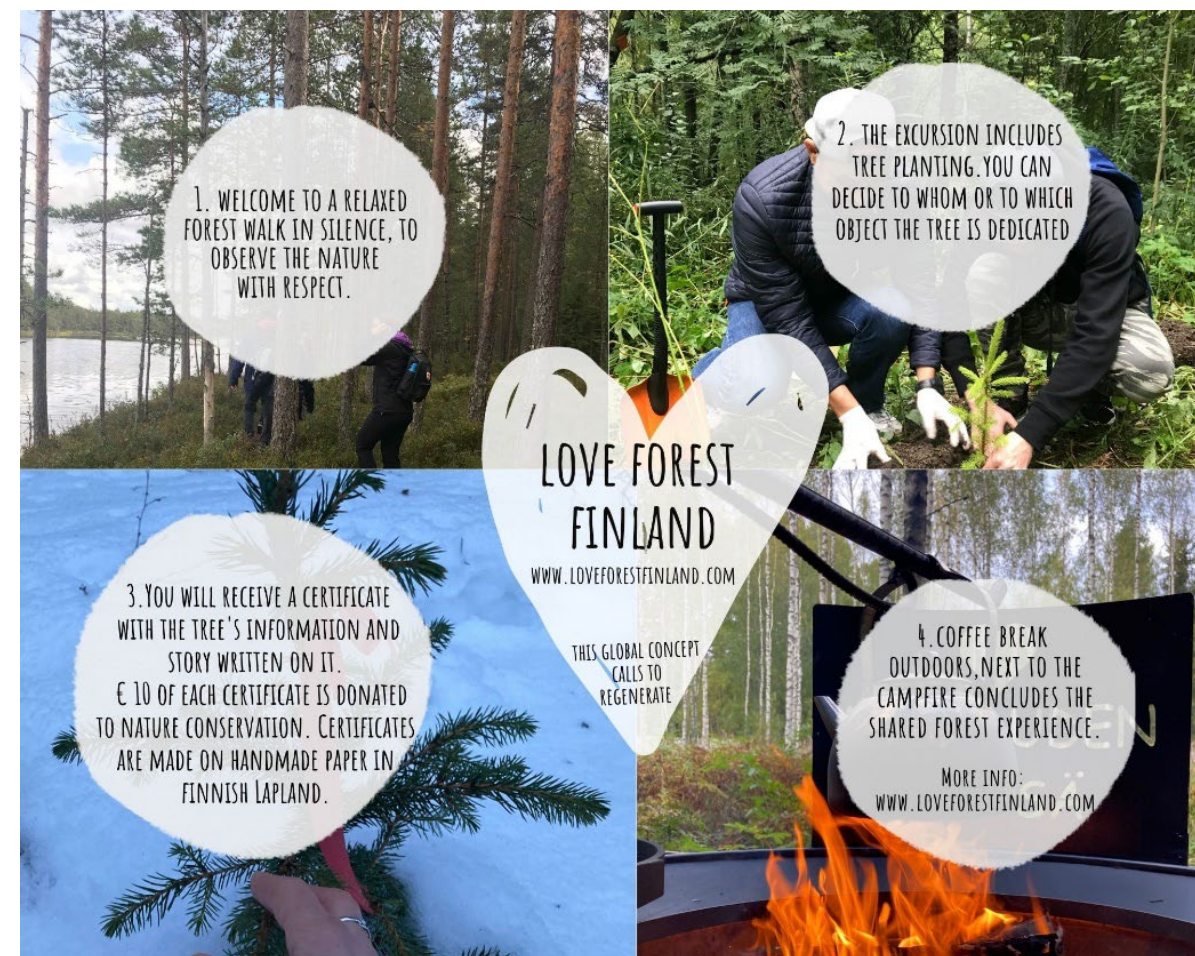






# Results of the previous goals 2024

- Mood of Finland company keeps on donating money (min. 400€) to conserve old forests: **500€ has been donated.**
- Mood of Finland company organizes at least one event to take off alien species and offers food and beverages to the volunteers who participated in the event: **2 events have been organised.**
- Investment in a new business idea to put regenerative thinking into practice: **an old rural house has been bought in August 2024 and the renovation started in September 2024. The place will be developed together with the local community.**
- Mood of Finland company wants to influence lifestyle change; concretely, we invest in e.g. that instead of cutting down Christmas trees, new trees are planted in the forest -> new promotion and events are organized together with others: **Event organized together with an other company and promoted on social media and websites.**
- Total investment in activities that slow down climate change and promote regeneration: min. 2000 -3000€ /year -> **has been reached** (and even more).







# Next steps 2025-2026

- Mood of Finland company is applying for cooperation that finances well-intentioned development measures to restrain climate change and to conserve biodiversity
- Mood of Finland company keeps on donating money (min. 400€) to conserve old forests.
- Mood of Finland company organises at least one event to take off alien species and offers food and beverages to the volunteers who participated in the event.
- Research in co-operation with university students to get new insights for business ideas.
- Mood of Finland company wants to influence lifestyle change. A new concept will be launched.
- Total investment in activities that slow down climate change and promote regeneration: min. 2000 -3000€ /year.







**MEANINGFUL STORY OF THE PLACE CONNECTS FIVE GENERATIONS**

GREAT-GRANDPARENTS OF THE MOOD OF FINLAND COMPANY'S OWNER OWNED THIS LITTLE HOUSE, BUILT IN THE 1920'S. THE HOUSE WAS RENTED TO THE VILLAGE'S AGRICULTURAL AND FORESTRY WORKERS. THE GREAT-GRANDPARENTS CULTIVATED THE LANDS SURROUNDING THE HOUSE AND HAD A GROCERY SHOP AND HOME AT THE NEARBY TRAIN STATION. LATER THE HOUSE WAS SOLD AND USED AS A SUMMER COTTAGE.

**WE REGENERATE**  
MOOD OF NATURE  
WWW.MOODOFFINLAND.FI  
RAKKAUDENMETSÄ.FI  
ACTING FOR A BETTER FUTURE TOGETHER WITH OTHERS

NOW THE HOUSE IS OWNED BY MOOD OF FINLAND COMPANY AND WE ARE DEVELOPING IT IN ACCORDANCE WITH REGENERATIVE THINKING. THE PLACE IS SURROUNDED BY BEAUTIFUL NATURE SPOTS WHERE VISITORS CAN EXPERIENCE NATURE WONDERS ALL YEAR ROUND AND STRENGTHEN THEIR RELATIONSHIP WITH NATURE. WE START THE DEVELOPMENT WITHOUT RUSHING, GIVING A VOICE TO THE LOCAL COMMUNITY.

NEXT TO THE HOUSE IS THE LOVE FOREST FINLAND BASECAMP, WHERE VISITORS CAN PLANT TREES AND PARTICIPATE IN SUPPORTING THE PROTECTION OF OLD FORESTS. WE ORGANIZE ALIEN SPECIES ERADICATION EVENTS AND LOOK FOR OTHER WAYS TO PROTECT AND RESTORE THE SURROUNDING NATURE.

FOR FURTHER INFORMATION , PLEASE CONTACT: ANU.NYLUND@MOODOFFINLAND.FI