

Päästöt kategorian mukaan

The emisisons in 2024: 3,98t kg CO2e.
For comparison, the average emissions of Finns are approximately 8,000kg CO2e/year.



CO2e emissions / service day 2024: 22 kg | 2023: 16Kg | 2022: 21kg

Päästöt kategorian mukaan



Glasgow Declaration Action Plan vol 3 / 2024 -2026

Mood of Finland, updated 07/2025

Glasgow climate declaration signed 22.11.2021

MOOD OF FINLAND OY
ON VASTUULLINEN YHTEISTYÖKUMPPANI JA PALVELUJEN TARJOAJA, JOKA UUDISTAA MATKAILUA YHDESSÄ MUIDEN KANSSA.

MOOD OF FINLAND OY:LLE ON MYÖNNETTY STF-MERKKI ENSIMMÄISEN KERRAN V. 2020 NYT MERKKI ON VOIMASSA 9.4.2027 SAAKKA.

SUSTAINABLE TRAVEL FINLAND™

VISIT FINLANDIN LAUSUNTO 27.02.2026:

"KIITOS JÄLLEEN ERINOMAISEN SELKEÄSTÄ JA KATTAVASTA HAKEMUKSESTA! MOOD OF FINLANDIN TYÖ ON VAIKUTTAVAA, JOHDONMUKAISTA JA INSPIROIVAA. KIITOS, ETTÄ OLET PITKÄJÄNTEISESTI MUKANA STF-OHJELMASSA, ON ILO MYÖNTÄÄ SINULLE STF-MERKKI TAAS UUDELLE KAUDELLE"

MOOD OF FINLAND ON SUORITTANUT WE SPEAK GAY-KOUULUTUKSEN JA LIITTYNYT YHTEISÖÖN 01/2025

SCANDINAVIAN OUTDOOR AWARD 2024: JURY HONORARY ECO AWARD: MOOD OF FINLAND, LOVE FOREST FINLAND

Finnish Travel Gala

ANU NYLUND ON OLLUT FINALISTINA EHDOLLA VUODEN VASTUULLISEKSI TOIMIJAKSI VUOSINA 2017 JA 2023.

BIOSPHERE 2026 CERTIFIED Mood of Finland

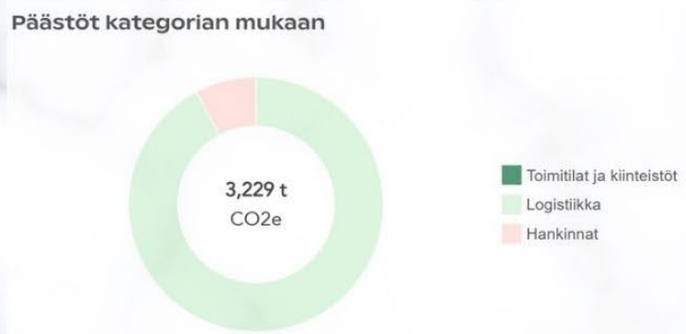
"LIIKETOIMINTASI KAIKKINENSA ANSAITSEE SERTIFIKAATIN. TAPA, JOLLA JOHDAT LIIKETOIMINTAASI JA OLET MUKANA VAIKUTTAVISSA PROJEKTEISSA, ON UPEAA! MEILLÄ EI OLE MITÄÄN LISÄTTÄVÄÄ, VAAN KANNUSTAMME SINUA EDELLEEN INSPIROIMAAN YMPÄRISTÖÄSI, LAPSIA, YRITYKSIÄ, YHTEISÖJÄ JA KAIKKIA MAHDOLLISIA TAHOJA, JOIHIN VOIT VAIKUTTAA. HIENOA TYÖTÄ!"
BIOSPHERE AUDITOINTILAUSUNTO 9.2.2026

Glasgow Declaration Climate Action in Tourism

MOOD OF FINLAND OY ALLEKIRJOITTI ENSIMMÄISENÄ SUOMESSA KANSAINVÄLISEN GLASGOW´N ILMASTO-SITOUMUKSEN 11/2021

ANU NYLUND/ MOOD OF FINLAND ON OLLUT VUODESTA 2021 KANSAINVÄLISISSÄ UUDISTAVAN MATKAILUN VERKOSTOISSA OPPIMASSA JA TEKEMÄSSÄ YHDESSÄ.

INICIATIVA GLOBAL TURISMO REGENERATIVO MEMBER



MOOD OF FINLAND OY ON LASKENUT KASVIHUONEPÄÄSTÖT VUODESTA 2021 ALKAEN. PALVELUPÄIVÄKOHTAINEN PÄÄSTÖMÄÄRÄ OLI V. 2025 21KG CO2E.

MOOD OF FINLAND OY ON PARTNERINA EU ERASMUS+ – RAHOITTEISESSA "UUDISTAVA JA ILMASTONMUUTOKSEEN SOPEUTUVA MATKAILU EUROOPASSA" – HANKKEESSA 11/2025–11/2027.

RAKKAUDEN METSÄ JA PIENI TALO MAALLA TODENTAVAT MOOD OF FINLANDIN UUDISTAVAA AJATTELUA KÄYTÄNNÖSSÄ.

RAKKAUDEN METSÄ



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Mood of Finland

Action plan 2 - 3

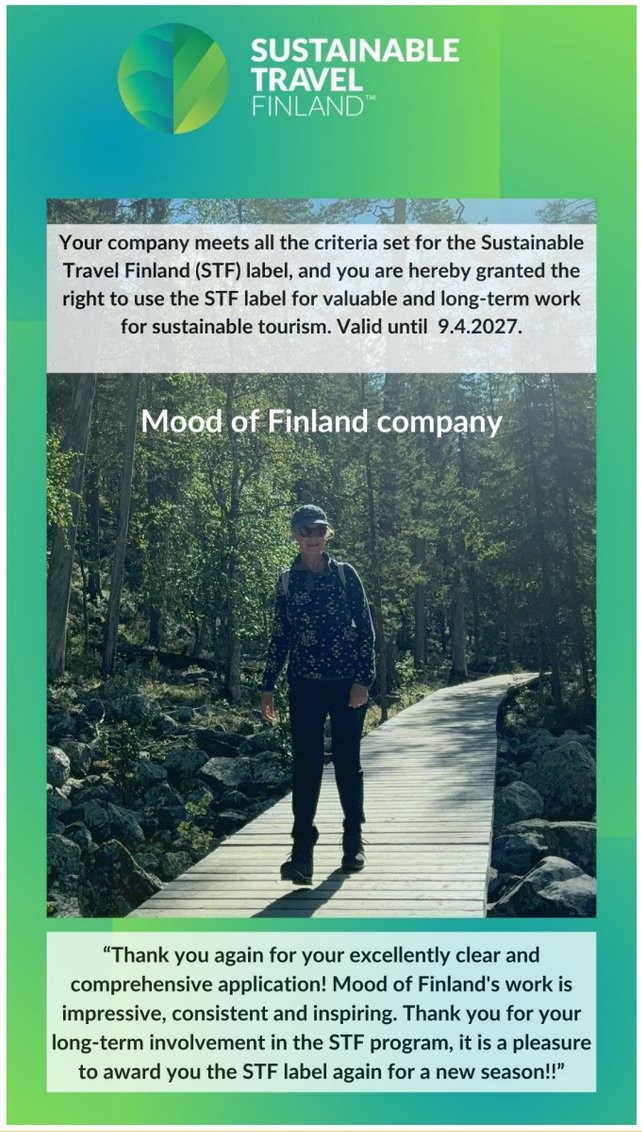
Action plan published 30.7.2025 | Updated partly 10/2026

Includes the five steps:

- **Measure**
- **Decarbonise**
- **Regenerate**
- **Collaborate**
- **Finance**

+ Adaptation
+ Biodiversity actions

Action plans





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 five years (2021, 2022, 2023, 2024 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 company's emissions were calculated using the tourism carbon calculator Hiilikuri (Visit Finland). The results have not been verified by an external party. The results 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 (240kg CO2e).
- 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 in business trips 1786kg, CO2e, 55% of emissions.
- Transportation emissions in business trips total 1190 kg CO2e, 37%%
- Domestic trips 94g CO2e, 8% of transportation emissions: train 21457km, bus 1027km, car 4069km (renewable fuel)
- International trips: flights 5896km (1096 kg CO2e). The inviting organiser purchased the flight.
- All domestic trips were made overland, mainly by public transport.

Comparison: **Greenhouse emissions in 2025: 3,23t kg CO2e** |2024: 3.98t kg CO2e | 2023: 3t kg CO2e | 2022: 2.4t kg | 2021: 2.6t kg



The total amount of emissions in 2025: 3,23t kg CO2e.
For comparison, the average emissions of Finns are approximately 8t kg CO2e/year.

CO2e emissions / service day 2025: 21kg | 2024: 22 kg | 2023: 16Kg | 2022: 21kg

CLIMATE ACTIONS

The goal of Mood of Finland is to monitor emissions, take all possible steps to reduce emissions, and participate in the preservation and restoration of biodiversity.

According to Finnish offset companies, the Mood of Finland could offset its 2025 emissions by paying approximately €160.

- The Mood of Finland company does not directly offset emissions, but donated €500 to the Natural Heritage Foundation (€290 + €210 from the sale of Forest of Love certificates).

Mood of Finland has been organising invasive species eradication campaigns since 2020. The Love Forest Finland concept invites you to plant symbolic trees of love and care 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



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Mood of Finland

Creative, Inspiring, Responsible - in Good Mood, together with others.

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 CO2e, 48% of emissions.
- Transportation emissions from business trips total 1614 kg CO2e, 41%.
- Domestic trips 115kg CO2e, 7% of transportation emissions: train 10126km, bus 420km, car 9175km (renewable fuel)
- International trips: Train 3998km (120kg CO2e), ferry 1070km (62kg CO2e) and flights 7141km (1328 kg CO2e)

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

Comparison: **Greenhouse emissions in 2024: 3.98t** kg CO2e | in 2023: 3t kg CO2e | in 2022: 2.4t kg | 2021: 2.6t kg

Päästöt kategorian mukaan

The emisisons in 2024: 3,98t kg CO2e.
For comparison, the average emissions of Finns are approximately 8,000kg CO2e/year.



CO2e 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.

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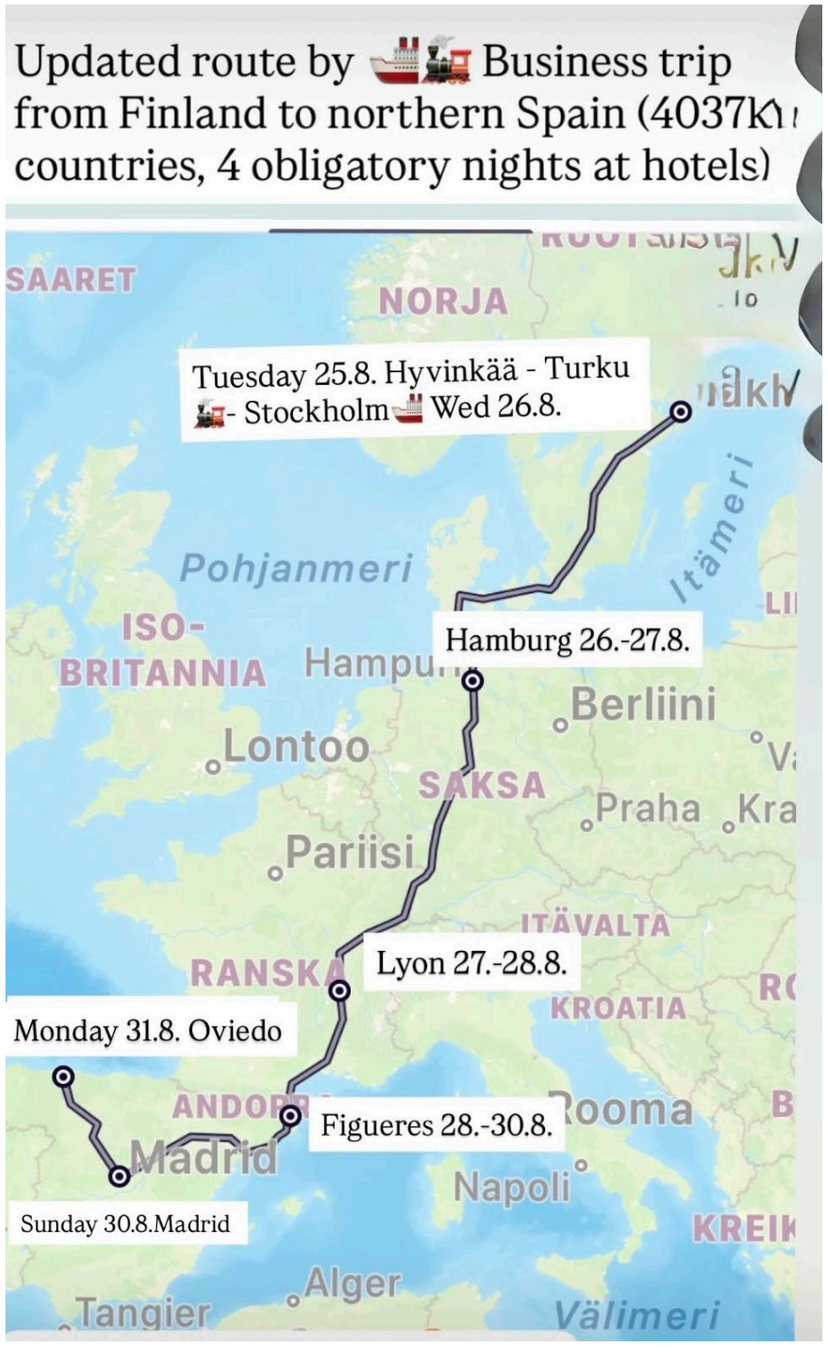
The next steps 2025-26: Measure

- Mood of Finland continues to measure emissions and continues open communication and fleshing out the emissions discussion so that the threshold for other companies to join is lowered. OK
- All domestic trips are made overland, and most of the business trips to Europe are 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. OK
- Continuous learning plan: Expert in Nature Impacts – Training 2025–2026, Sykli.



Business travelling

- All domestic travel by land, and—whenever possible—by public transport.
- Business trips abroad in 2026: EU Erasmus+ funded project: "Regenerative and climate-adaptive Tourism in Europe" meeting and workshop in Spain, September 2026: The outbound journey was made by sea and land; the return by air.
- Calculations regarding emissions, time spent, and costs have been made and published across various channels; the results can be read on the Foresexperience blog.

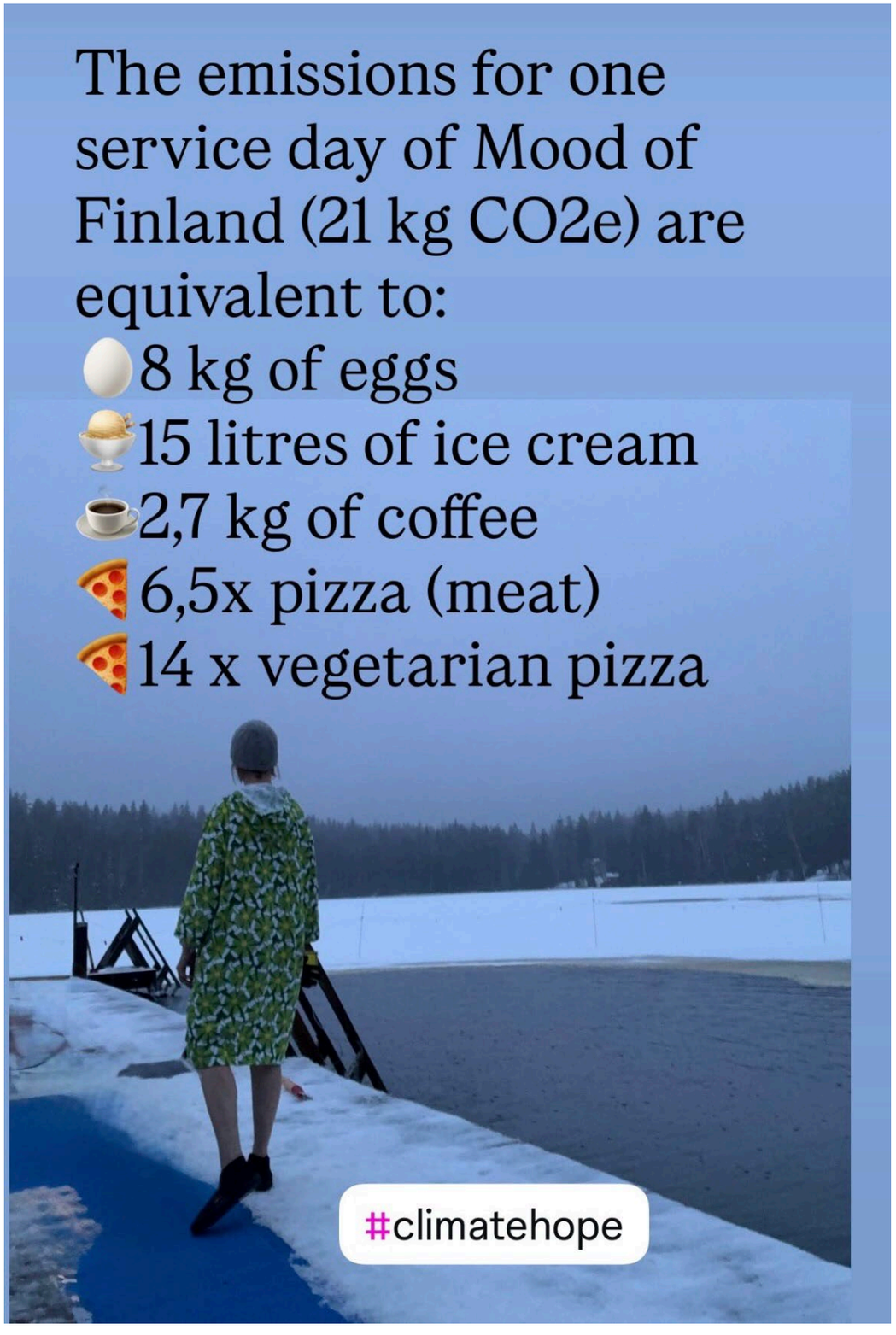


Total emissions from the outbound journey:
323 kg CO2e, transport 183kg CO2e

- Ferry Turku – Stockholm: 30kg CO2e (Viking Grace, with lower emissions in between Finland – Stockholm, 53kg CO2e with other ferries)
- Train 3537 km (289€): 153kg CO2e
- "Obligatory accommodation" during the trip (4 nights, average price 94.85€/night): 140,40kg CO2e

Total emissions from the return trip journey:
617kg CO2e, transport 582kg CO2e

- Train Oviedo – Madrid: 24kg CO2e
- Accommodation in Madrid: 35kg CO2e
- Flight Madrid – Helsinki: 558 kg CO2e


The emissions for one service day of Mood of Finland (21 kg CO2e) are equivalent to:
🥚8 kg of eggs
🍨15 litres of ice cream
☕2,7 kg of coffee
🍕6,5x pizza (meat)
🍕14 x vegetarian pizza
#climatehope


We plant xmas trees instead of cutting them
I will share the story of this little Xmas tree 💚🎄💚
#REGENERATION
@RAKKAUDENMETSA

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 CO2e, i.e. almost half of the emissions. 2023 -> 1391 kg CO2e, 46% of the total emissions, 2024-> 1950 kg CO2e, 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 CO2e, 41%.
- Domestic trips 115kg CO2e, 7% of transportation emissions: train 10126km, bus 420km, car 9175km (renewable fuel)
- International trips: Train 3998km (120kg CO2e), ferry 1070km (62kg CO2e) and flights 7141km (1328 kg CO2e)

All domestic trips and as many international trips as possible are made overland.

Greenhouse emissions in 2025: 3,23t kg CO2e |2024: 3.98t kg CO2e | 2023: 3t kg CO2e | 2022: 2.4t kg | 2021: 2.6t kg

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.

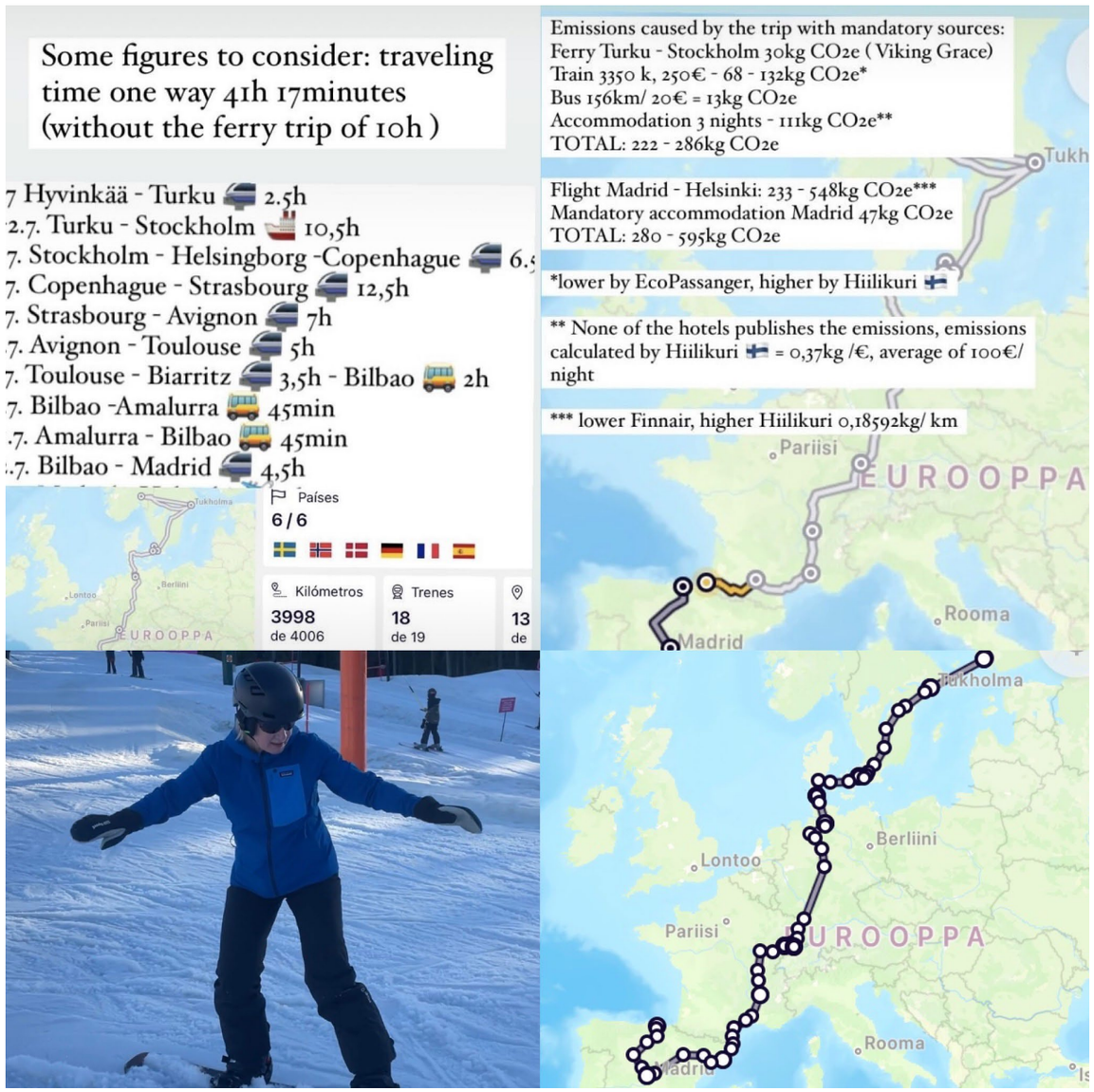
- The choices that can be directly influenced have already been made to a very large extent.

Solutions:

- Trying to find accommodation providers with lower emissions.
- 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. OK, Bilbao and several webinars
- Developing a new concept of regenerative tourism together with the local community OK, Rural house experience
- Organising an open workshop for the local community together with international partners. OK June 2026
- Continuous learning and an active role in the Turismo Regenerativo community. OK, new modes of cooperation (Andres Bello University)
- Attending as a keynote speaker for at least 3 events. OK Several invitations for keynote speeches and podcasts
- Organising Events to take off the alien species. OK Every year at least one event.
- Publishing articles and attending other promotional events and platforms (such as podcasts, videos, etc.) about regeneration



KEYNOTE SPEECHES, REGENERATION

- 18.9.2026 Beyond Sustainable Travel: What Can Regenerative Tourism Teach Us About the Future of Mobility?
- 11.2.2026 Regenerative tourism – building impactful narratives & bridging gaps – panel
- 10.2.2026 ”Näytön paikka! Luonto liiketoiminnan sydämessä – kohti uudistavia palveluja” webinaari
- 13.10.2025 Keynote and case example by Mood of Finland. Online Community Talk Regenerative Tourism. Journey towards a regenerative mindset in European tourism” – EU project.
- 26.9.2025 Pyhä-Luoston matkailuseminaari. Vastuullisuus & uudistava matkailu
- 01.06.2025 video: Paikallista taikaa, matkailua uudistavalla otteella. Rural Finland Tourism Hub
- 22.5.2025 Levin matkailuseminaari, puheenvuoro vastuullisuus & uudistava matkailu
- 8.5.2025 ”Humazing cities” – alustus ja paneelikeskustelu uudistava matkailu, Bilbao, Espanja
- 27.3.2025 #RuralFinlandTourismHub: Uudistava matkailu –webinaari
- 4.3.2025 ”Ideoi uudistavaa matkailua – Ihmiset ja luonto tasapainossa” Samk, Juhana Aalto



Podcast– Anu Nylund

08.05.2026 Regenerative Change Agents, hosted by Charles van de Kerkhof
16.2.2026 Institut Regeneratiu (esp) podast, hosted by Edgar Tarres Falcó
07.11.2025 The Nordic Journey – podcast, hosted by Hjortur Smarason

Invitations to provide training or speak abroad are considered very carefully. For 2025–2026, I have unfortunately declined invitations to Ireland, Brazil, Spain (the Basque Country), and Iceland, as I am trying to limit my international travel to one—or at most two—trips per year, with at least half of these undertaken without flying. I have not taken any long-haul flights at all.

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



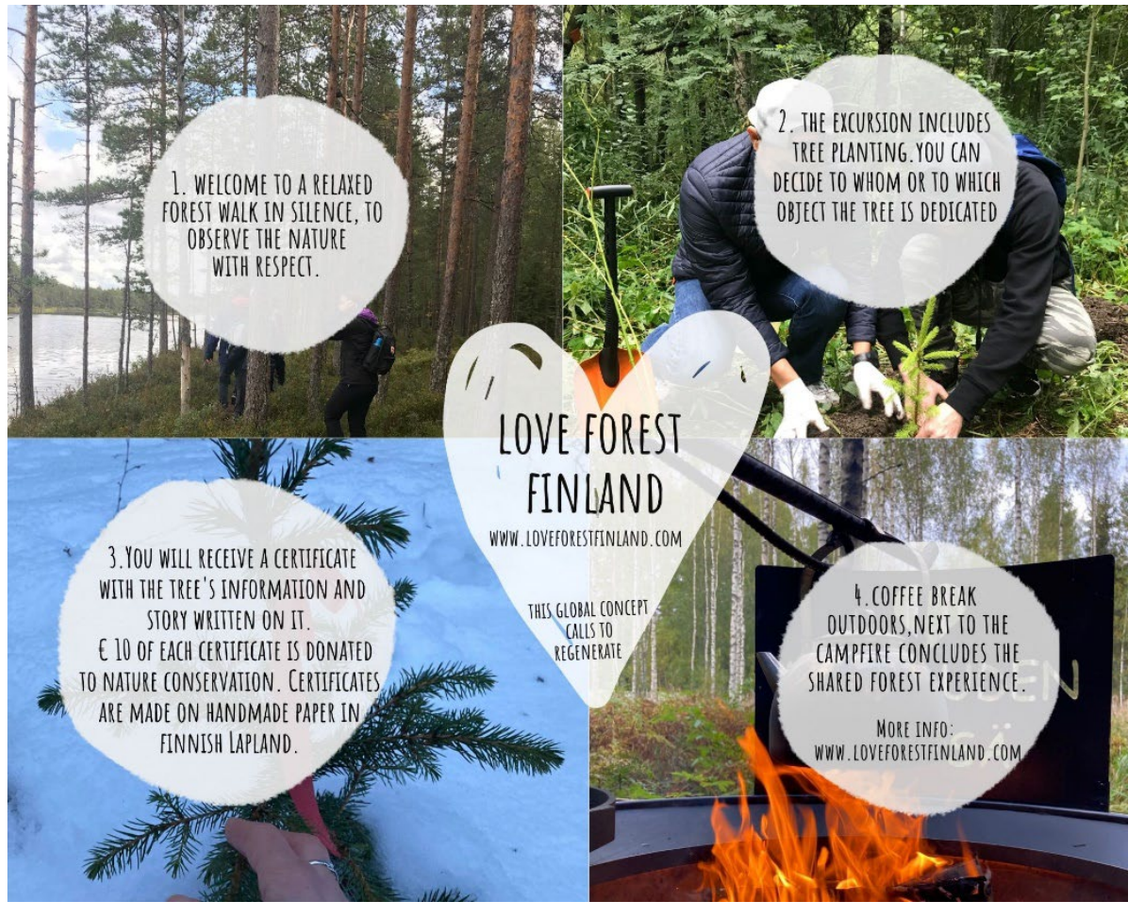
Next step: Collaborate 2025-2026

- Attending an on-site meeting organised by the Turismo Regenerativo community. OK
- Cooperating with other international regenerative groups (at least one new network). OK -> Andres Bello University, Chile
- Tightening cooperation with the Finnish companies committed to regeneration OK -> Rural community co-creation project
- Funding for at least one co-operational project OK -> Regenerative and Climate-Adaptive Tourism in Europe 2025-27 (EU Erasmus+ funding)



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 another 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 OK, EU Erasmus+
- Mood of Finland company keeps on donating money (min. 400€) to conserve old forests. OK
- Mood of Finland company organises at least one event to remove alien species and offers food and beverages to the volunteers who participated in the event. OK, various events done
- Research in co-operation with university students to get new insights for business ideas. OK, New Luxury – thesis (Jyväskylä University of Applied Sciences)
- Mood of Finland company wants to influence lifestyle change. A new concept will be launched. OK, Rural house experience and Plant a Xmas tree
- Total investment in activities that slow down climate change and promote regeneration: min. 2000 -3000€ /year.



Finance

- Mood of Finland company is a small company with relatively small financial resources at its disposal
- At the 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)
- **In 2024, Mood of Finland bought a 100-year-old house, which has been renovated, and the surrounding forest and garden are under restoration**.
- We are looking for cooperative projects in line with our values (such as pojects funded by Erasmus+)
- Refuelling the car with renewable fuel means an additional cost of around €300 per year compared to normal fuel, but we 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




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
RAKKAUDENMETSA.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 INFOMATION , PLEASE CONTACT: ANU.NYLUND@MOODOFFINLAND.FI