

BEST and PROMISING PRACTISES

Principles:

- 1- Supporting the local economy
- 3- Operating environmentally friendly
- 4- Respecting and involving the local community
- 5- Ensuring quality and safety in all business operations

Practises: Follows the Scandic hotel chain's environment, safety and quality policies and participates in the Finnish Quality 1000- project, which among other things enable environmental savings and continuous customer feedback collection. Buys food supplies from local producers and provides them for the use of other hotels in the chain.

Company: Scandic Hotel Luosto

Web site: <http://www.scandic-hotels.fi/luosto>

Region: Luosto area, Lapland, Finland

Operation: Scandic hotel Luosto belongs to a Scandinavian hotel chain. Scandic hotel Luosto offers accommodation services in hotel rooms and log cottages and meal services at the world's largest log restaurant. Scandic hotel Luosto also sells ski slope tickets to Luosto ski resort.

General summary: Both as a chain an individual hotel, Scandic Hotel Luosto support the principles of sustainable Arctic tourism by using the hotel chains' own environment, safety and quality policies as well as participating other individual projects and activities in Luosto.

Operating environmentally friendly

As a chain, the Scandic hotels have worked with environmental issues for over a decade. They have trained all their Nordic staff for the environmental issues and already by 1994 they were about 5000 people. Since then they have trained 3000 more. They have implemented a 'quest for resources'- policy, which has lead to environmental savings. All hotels have made their own action plans in environmental conservation within the company. When building new rooms, they try to furnish the rooms as environmentally friendly as possible. The materials are 97 % recyclable. Materials used include wool or cotton and metal or plastic are used as little as possible. When rooms are renovated, toilet seats are changed to those that consume least water and water tabs are changed those, which reduce the water flow. In the water savings resource program they have been able to reduce water consumption by 13 %. The chain has given up on using shampoo and other consumables that are only for one-time-use and installed a system that has recyclable and environmentally friendlier shampoo and soap containers. This way the garbage has been reduced by 45 000 tons annually. The Scandic chain environmental policy includes

recycling, which is implemented where it is regionally possible. In countries, where Scandic has operated longer, hotels all together have reduced total 40% of mixed waste. As a chain - also mentioned from Luosto - they work with subcontractors in order to find best solutions for the environment.

The chain as a whole and some individual hotels have been given environmental awards e.g.

- 2 Nordic Swan labeled hotels
- Environmental Stand Award
- Greening of Business Award (by EIBTM)
- Active in the international Hotels Environmental Initiative network and on the Board
- Works with Det Naturliga Steget - organization

Other

- Scandic chain has built 8000 environment rooms since 1996
- All printed products are Swan labeled
- Since 2001 they have had new environment training available for the staff
- A ready own environmental management plan including resource follow up and environmental guidance.

(Source: *The Ecological choice Sustainable experiences*. A brochure of the Scandic hotels)

Scandic hotel Luosto

Supporting the local economy and cooperation

Raili Karvonen-Willman about the operations in Luosto:

"We purchase for example reindeer meat, fish and berries locally and some of that is also delivered to the other Finnish hotels in the chain. Sometimes we bring specialties from other locations to be served in Luosto. We use local subcontracts and in peak season 80-90 % of staff is employed locally or from nearby. In planning, we always have to consider the chain's own options first. We also cooperate closely with other companies in the area, for example in marketing, in selling products and sharing staff especially in peak seasons. We have participated in the SOS- children's village and ASLAK (medical helicopter services) projects."

Safety and quality

"Scandic hotel Luosto is involved in Quality 1000 -project already for the 3rd year. We received recognition from that work in January 2004 at the Helsinki Travel Expo. Additionally the chain makes inspections on customer satisfaction. We collect customer feedback regularly. Customers are also sent a questionnaire after they return home. In the 2nd phase of the Quality 1000, we will begin to collect customer feedback from the ski slopes. The chain has recently prepared a safety manual, which contains relevant safety information for the personnel."