

Helsinki

# Guide to sustainable visit in Helsinki



## Welcome to Helsinki!

It's fantastic that you've chosen Helsinki as your travel destination. Our goal is to be a pioneer in sustainable tourism, and we want to encourage our visitors to be responsible as well.

With this short guide, you'll learn how you can make more sustainable choices while visiting Helsinki.

### When planning your trip

- Aim to travel outside of peak seasons. There's plenty to do and see in Helsinki even after the busiest holiday periods!
- Slow down and stay longer. A longer trip reduces the daily carbon footprint and a slower pace allows you to fully enjoy Helsinki's diverse offering.
- Pack only the essentials. The less luggage you bring, the fewer emissions are generated.

### While in Helsinki

- Get to know the life of Helsinki residents and meet local people. Market halls, market squares, cafes, Oodi Central Library other libraries, public saunas, etc. all offer great opportunities to experience local life.
- Visit areas outside the city center, explore nature, and enjoy the maritime Helsinki. Good options include Munkkiniemi, Lauttasaari, Lammaaari, Haltiala, Uutela, and Vallisaari.
- Support local and responsible businesses, services, and products. These include restaurants focusing on vegetarian food, local production, and waste reduction, craft shops and flea markets.
- Explore Helsinki on foot, by bike, or using public transportation. Helsinki is a compact and safe city with excellent public transportation system.
- Drink clean tap water. Avoid bottled water.
- Sort waste and return bottles and cans to recycling machines, which can be found in every food store.

## Enjoyably in destinations

### Avoiding crowds

- On the busiest days, some of Helsinki's attractions can be crowded. If possible, prefer quieter times.
- A sunny Saturday afternoon can cause congestion at the most famous spots, whereas the best experience might be found on a peaceful rocky beach in eastern Helsinki or on a berry-picking trip in a Finnish forest.

### Responsible in nature

- Helsinki's local nature offers fantastic destinations worth exploring. You'll find several responsible nature destinations in the city. Also, familiarize yourself with the [Responsible Hiking in Helsinki](#) guide before your nature outing.
- Get to know the National [Hiking Etiquette](#). This ensures that everyone can have enjoyable nature experiences in the future as well.

### This is how you recognize responsible services and companies

- Favor companies that have received the [Sustainable Travel Finland](#) badge. The City of Helsinki has also committed to the STF program and to continuous sustainability development.
- [Sustainable Travel Finland companies](#) have received the national, sustainability label, which is comprehensive and adheres to the UN's [GSTC standard](#).
- Ask service providers about their sustainable practices - this way you are actively contributing to promoting sustainability.
- Sign the [Sustainable Finland Pledge](#) when you arrive in Helsinki to demonstrate your commitment to acting sustainably.



SUSTAINABLE  
TRAVEL  
FINLAND™

### How did you like your visit? Leave us feedback!

### Traveling is wonderful!

It provides an opportunity to get to know other cultures and people. In addition to wanting you to explore and enjoy the city, we also hope to hear your thoughts on Helsinki as a travel destination. Come visit the [Helsinki Tourist Information](#) and share your experiences!

You can also provide feedback through the [Helsinki Visitor Survey](#).



### Helsinki Tourist Information

Helsinki Tourist Information provides free information about the city, attractions, events, and services.

We serve every day of the week.

- Visit us at: Aleksanterinkatu 24
- Phone: +358 9 3101 3300
- Email: [helsinki.touristinfo\(at\)heli.fi](mailto:helsinki.touristinfo(at)heli.fi)
- Chat service: Available on [MyHelsinki.fi](#) website during tourist information opening hours
- Website: [MyHelsinki.fi](#)

# Helsinki as a Sustainable Tourism Destination

We are the world's most sustainable travel destination! This means, among other things, the following in our operations:

The City of Helsinki is the most sustainable tourist destination in the world. Read more: [Helsinki tourism operators](#) and [Tourism sustainability in Helsinki](#).

Helsinki is committed to the [Glasgow Declaration for the international tourism industry](#), according to which emissions from tourism will be halved by 2030 and carbon neutrality will be achieved by 2050.

The sustainability of travel destinations is measured by the Global Destination Sustainability Index ([GDS](#)). Helsinki was ranked first in the GDS Index in 2024 and 2025.

Helsinki became the first city with over 500,000 residents to receive the Green Destination certificate in spring 2025.

## Helsinki and social responsibility

Helsinki promotes social and ethical responsibility: Helsinki ranked 2nd in the European Commission's "[Access City](#)" competition in 2022 and 3rd in the Commission's [European Capitals of inclusion and diversity 2023](#) competition.

Inclusive tourism has been an area of development in recent years, [Inclusive Tourism Study and Action Plan 2023](#).

Helsinki [actively monitors](#) its residents' views in relation to tourism and reacts if, for example, excessive tourism affects opinions negatively.

Helsinki won the [European Capital of Smart Tourism Award 2019](#) awarded by the European Commission.

Tourism in Helsinki employs many young people, immigrants and unemployed people.



## Helsinki and sustainable development

In addition to the tourism sector, we promote sustainable development broadly across other industries as well. Here are a few examples of our actions and objectives:

- Helsinki City's sustainable development website: [Sustainable Development in Helsinki](#).
- Helsinki is committed to the Sustainable Development Goals (SDGs) of [Agenda 2030](#) and ranks 3rd in the European Cities SDG Index.
- Helsinki aims to reduce emissions by 85 percent by 2030 compared to 1990 levels. The city will achieve net zero emissions by 2040. [2025-2029 Helsinki city strategy](#)
- Helsinki City's energy company Helen [phased out coal primarily by 2025](#). The coal power plants were replaced with electric boilers, heat pumps, cooling plants, and biofuel plants. Electricity is also generated using solar power.
- [Helsinki-Vantaa Airport has achieved net zero carbon emissions](#).
- [The Port of Helsinki has reached carbon neutrality in its own operations](#).
- Public transport in the HSL area maintained its fourth place in the [international BEST survey](#) and stood out particularly for improvements in service availability, information accessibility, and travel comfort.
- An example of new construction technology and consideration for social responsibility and community involvement: [Jätkäsaari's Airut block](#).
- Recycling is made easy for city residents, with shops selling used and "upcycled" products located near [recycling centers](#) (13 shops + online store). Helsinki-Vantaa Airport also has a recycling shop.

## Finland and sustainable development

In addition to Helsinki's own goals, we also have common national objectives for sustainable development.

- Finland is committed to the Sustainable Development Goals (SDGs) of [Agenda 2030](#), just like all other 193 member states of the United Nations (UN).
- Finland [ranked first](#) in the Sustainable Development (Agenda 2030) country comparison in 2021.
- Finland's biggest challenges relate to combating climate change, making consumption and production patterns more sustainable, and halting the loss of biodiversity.
- [Finland aims for carbon neutrality](#) by 2035, the EU by 2050.
- Visit Finland has set [the goal](#) for Finnish tourism to be the most sustainably growing tourism country in the Nordics and to position Finland among the world's most sustainable tourism countries.
- Finland's responsible tourism is evidenced by the seven-step program managed by Visit Finland called [Sustainable Travel Finland](#). Similar national programs exist in Norway, Slovenia, and Switzerland.
- Finland has been ranked the [happiest country in the world](#) for eight consecutive years (2025) in the World Happiness Report, which measures six key factors of happiness: social support, income, health, freedom, generosity, and absence of corruption.