



SUSTAINABILITY POLICY

Introduction

Visit Dalarna has been given an assignment by the local authorities to ensure that players in the hospitality industry have the best conditions for development and growth and to do more business of better quality. The destination company Visit Dalarna AB is owned by Dalarna's 15 local authorities and has close partnerships with 700 companies through the Dalarna hospitality industry's financial association.

Visit Dalarna has the regional assignment for:

- Marketing and selling the tourism region Dalarna nationally and internationally - Representing the region's hospitality industry in national and international contexts - Pushing development issues forward in collaboration with companies and organisations
- Visit Dalarna's work is based on Strategy 2030, which, in addition to six strategical development areas, contains three important focus areas, of which sustainability is one. Sustainability work is becoming increasingly important from several aspects; it's a prerequisite for the destination of Dalarna to be a viable choice from a visitor perspective and it gives an important competitive advantage.
- The sustainability perspective therefore has to be included in everything we do; when we develop new product areas and when we support hospitality companies in their sustainability work. For these companies, it's important that the local authorities are involved in the sustainability work from a hospitality industry perspective.

Purpose and goal

The main purpose of the policy is to set guidelines on how sustainability work should be conducted in the company.

Visit Dalarna has an ambition that Dalarna will be a sustainable destination from all three aspects - financially, environmentally, and socially.

Definitions of sustainability

Financial sustainability - means securing the long-term economic growth of the company without having negative consequences for ecological or social sustainability.

Environmental sustainability - means development that meets the needs of today without jeopardising the ability of future generations to meet their needs.



Social sustainability - means developing a society that sees the equal value of human beings and puts human needs and well-being at the centre.

Commitment

Visit Dalarna will contribute to and be involved in driving development towards a sustainable society going forward. To carry out well-functioning sustainability work, Visit Dalarna will do the following:

Overall

- Visit Dalarna and its customers/owners must be prepared with an increased level of knowledge to work on sustainable development according to GSTC's methodology, in order to push Agenda 2030 forward in both the public and private sectors.
- Manage the company in line with relevant legislation.
- Protect Dalarna's environment and cultural-historical resources.
- Work to ensure that Dalarna's hospitality industry and the local authorities jointly contribute towards sustainable societal development and a better place to live, work and reside in.

Financial sustainability

- Use financial and human resources efficiently.
- Work towards having a long-term financial view and having a balanced budget.
- Work preventively against ill health among our employees.
- Continuously develop our organisation and working methods in order to be cost-effective.

Environmental sustainability

- Work from a written environmental plan that contains reasonable measures for managing resources, reducing emissions and protecting biodiversity.
- Our purchases will be based on a purchasing policy that prioritises environmentally friendly, responsible producers and retailers of ecologically sustainable products such as capital goods, food, beverages and groceries.
- Work to ensure that greenhouse gas emissions occurring through the operations are identified and reduced, if appropriate.
- The company must be engaged in sustainable planning and management at the destination level whenever possible.

Social sustainability

- Ensure that staff are involved in the company's sustainability work and receive advice and training based on their role and responsibilities.
- Work with marketing that matches reality and is relevant to the customer.
- Offer small, local entrepreneurs the right conditions for developing and selling sustainable products and services that are based on the area's nature, history and culture.
- Have appropriate and necessary policies and guidelines on diversity, gender equality and discrimination.



- Offer a safe and healthy environment for all our employees
- If necessary, perform risk analyses and have safety plans relevant to the company.
- Contribute to the preservation of local historical, archaeological, traditional and cultural treasures.

Division of responsibility

Visit Dalarna as an employer

Visit Dalarna must have routines and processes linked to the area and ensure that employees have access to relevant information.

Board/Management group

Responsible for allocating resources and creating conditions for long-term sustainability work.

Internal sustainability group

Visit Dalarna's sustainability group is responsible for regularly revising the sustainability policy in line with associated sustainability goals. The sustainability policy must be authorised by the company's CEO/Management Group at least once a year and communicated internally in relevant forums and channels.

Employees

The company's employees must stay up to date regarding Visit Dalarna's sustainability work and read the latest documentation. Furthermore, they should have an understanding of how they affect Visit Dalarna's sustainability work in their roles and how each employee is a key to achieving the company's sustainability policy and goals. Every employee is also expected to actively look out for and take in information.

Collaboration with stakeholders

The local authority and other local and regional players' sustainability work affects opportunities and conditions for companies in the hospitality industry to work sustainably. That is why a wide level of commitment is important.

Visit Dalarna will work actively to support/drive the local authorities in Dalarna in their sustainability work, and offer analyses in order to identify the local authorities' current situations regarding their work on sustainability issues.

Visit Dalarna will also work to offer companies in the hospitality industry analyses of their own operations and, together with the companies, identify areas for improvement in their sustainability work.