Less Carbon – More Value

Rethinking What We Offer

Hele Lõhmus
Development project manager
Hele.lohmus@tallinnlv.ee



Kadriorg Park – Japanese Garden in autumn

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Has Sustainable Tourism Become Too Technical?

- CO_2 measurement , certifications & environmental claims
- Sustainability ≠ higher costs or premium products
- Resource efficiency & business value

Product development and marketing go hand in hand



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Changing choices vs. changing the conditions for choice

- Values, identity & social norms
- Habits, convenience & limited attention
- Sustainable travel intentions (Booking.com etc. surveys)
- Invisible sustainability – small changes, real impact



Bike excursion in Kadriorg Park

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Interreg Baltic Sea Region

Co-funded by the European Union

RESILIENT ECONOMIES AND COMMUNITIES

CliNeDest

From awareness to action

6 companies with various fields of activities participated in our workshops .

Main goals were:

- Measurement as a starting point understanding operations and emissioon sources
- Using practical tools and shared learning
- Finding opportunities for lower-Impact value creation



Clinedest Pilot 1workshop in spring

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Valuable learnings - when measurment changes perspectives and leads to rethinking

- LED lighting — a full system upgrade may be more beneficial than replacing bulbs one by one.
- Shea butter from Ghana — transport has a carbon cost, but sourcing supports women's livelihoods and fair pay.



From Individual Actions to Destination-Wide Change

- Individual businesses cannot transform consumption practices alone
- Availability · visibility · meaning
- Business capacity + shared visitor experience
- DMO as facilitator and long-term partner

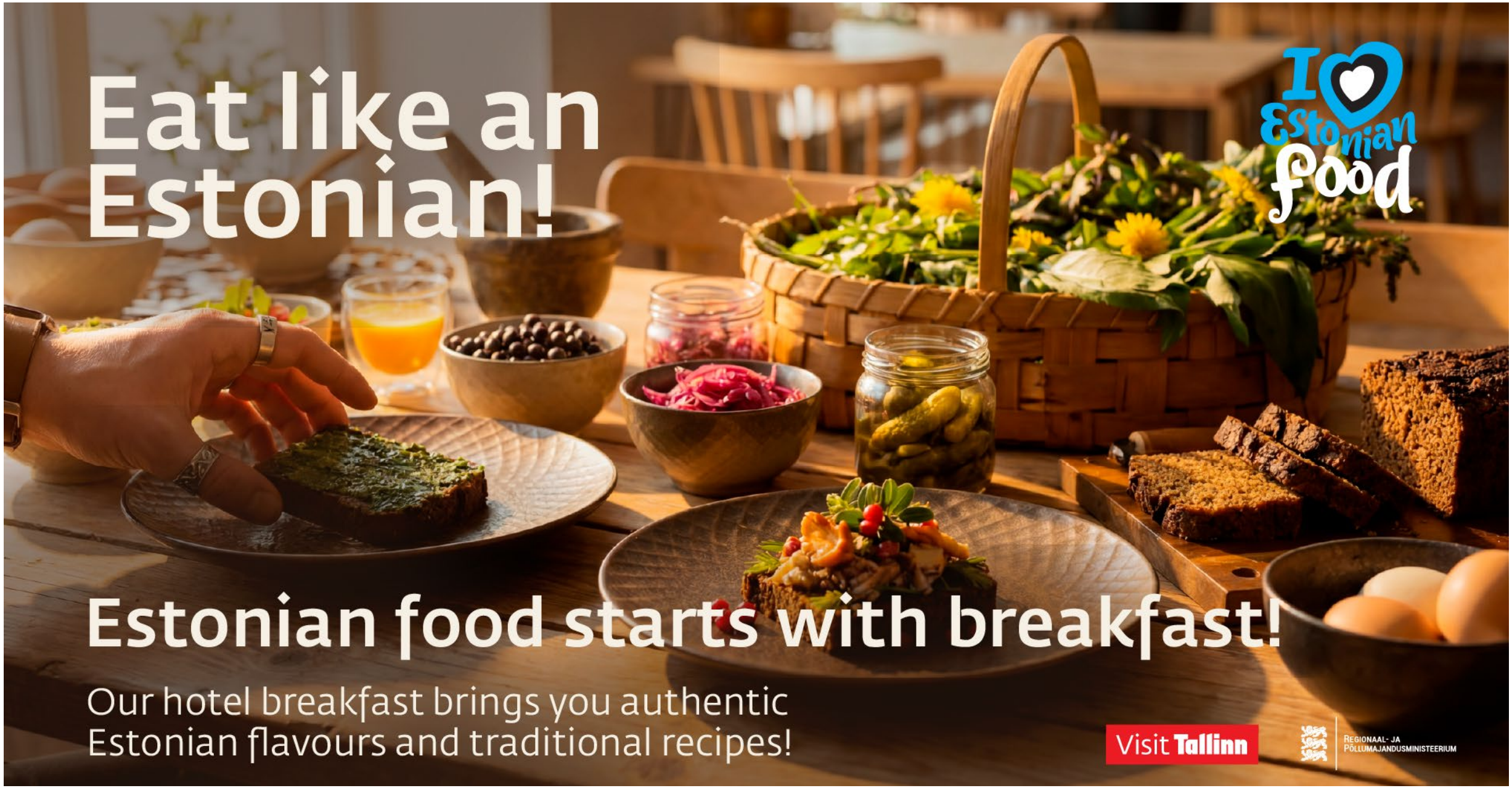
CliNeDest focus on building business capabilities; Estonian Breakfast campaing aim is to shape shared visitor experience



„Bunfest“– Shorve buns campaign in Tallinn during low season (jan-feb)

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Value creation does not have to start with communicating sustainability.

- Local food = culture, identity, quality and experience
- Meaning before environmental messaging
- Product experience and communication belong together
- A visible local choice within an existing service



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Less Carbon, More Value

DMO perspective

- Resource resilience
- Business continuity
- Quality &reputation
- Collective responsibility
- Sustainability for everyone



Town Hall square pop-up park in summer

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