



Green Activities sustainability policy

Company name: Hassu Tours Helsinki, many times known for its most popular brand name Happy Guide Helsinki

Date: March 9th in 2026

Environmental manager: Karri Korppi, the entrepreneur and founder of the company

ECONOMIC SUSTAINABILITY AND SOCIAL RESPONSIBILITY

The establishment is committed to continuous development and uses its financial resources in a way that promotes environmental and social sustainability while ensuring the long-term profitability of the business.

We monitor the changes in legislation such as in 2025 the latest change

<https://www.finlex.fi/en/legislation/2025/185> and what

<https://tukes.fi/en/services-for-consumers/safety-in-consumer-services> updates here and their page in general and their news letter that we are receiving. This is taken into account in our operations and we are happy to publish these links also here so all our employees, collaborators and visitors kind have direct access to this information!

We ensure that all our employees, trainees and volunteers are covered by adequate occupational accident insurance. Our insurance provider here in Finland is LähiTapiola insurance company

<https://www.lahitapiola.fi/en/business/>

We guarantee that all our employees have a safe working environment. The responsible in sustainability and the founder of the company Karri Korppi participates regularly in different activities provided by the company and conducted by different employees and collaborators monitoring that everyone feels safe, comfortable and is treated as equal by everyone. Our regular team members are all in a WhatsApp chat group together where we daily discuss about the events on the tours and how we together as a team can improve the safety of our visitors, employees and the people we across conducting our services.

As responsible travel services provider Hassu Tours Helsinki carries out risk assessments and has formulated a crisis management plan. The plan is updated at least once a year and the regular team members have been listened before the update.

As part of our risk communication plan we require that all our team members as well as collaborators carry a cell phone with them that has a free possibility to call the general emergency number of Finland and European Union 112. Before we start providing the services we check that everyone involved has enough battery in the cell phone until the end of the service to take place. In addition to general WhatsApp group we also have one that is called "Urgent" and it there would be anything urgent that one team member would like to share with the rest of the team such as a traffic accident this person aims to message it in the Urgent group as soon as it is found possible.

When we have several team members and collaborators working together before the service is started the decision making chain / order has been agreed by the people involved.

As one aspect of being a responsible travel service provider Hassu Tours Helsinki is committed to opposing commercial, sexual or any other form of exploitation or harassment, particularly of children, adolescents,



women, minorities, and other vulnerable groups. We discuss daily events on the tours in WhatsApp and consider that is our priority that everyone gets heard / noted. It is also possible to send an anonymous email feedback to the company if an employee prefers to do so. <https://www.happyguidehelsinki.com/contact/> form can be used for that and the employees and collaborators are advised to create there an email that is not theirs such as iam@anonymous.one

Hassu Tours Helsinki requires that our subcontractors follow legislation on workers' rights. One good reminder for them is to see this document as it is easily available on our website. We also aim to collaborate principally with other service providers who have a responsibility certificate.

There is a transparency within the company and our regular employees all have direct access to our main emails where all discussions and contracting takes place. This is a valid way to avoid and monitor possible corruption. As a responsible service provider we are committed to making responsible purchases and investments. We aim that everything we purchase is as local, fair and as sustainable as possible. That has been the core of our business from the very beginning. As lots of around sustainability is going on and false information flourishes in the world, the regular employee of the company Maria Protassova has been named to do search and surveillance of the products and services Hassu Tours Helsinki is to purchase. Decision making is being present 🙏

The soul of our business is being and collaborating at the local level. We consider ourselves not only a part of the travel community but also an integral part of the local community. This is one of the themes that comes up constantly when we are conducting services to our visitors. We are also active on social medias such as Facebook, Instagram and TripAdvisor and orally encourage our visitors to give feedback through these forums as well as directly to our email if the persons consider that more direct or private way of communication. We also remind that it is possible to give us anonymous feedback with using the <https://www.happyguidehelsinki.com/contact/> form creating such an anonymous email address as iam@anonymous.one as one of the examples. We work a lot with resellers also and when the booking comes via a resellers we encourage orally our visitors to give the feedback via their own agent or where they have purchased our service so the whole service chain is transparently available to receive the feedback.

SOCIO-CULTURAL SUSTAINABILITY

Hassu Tours Helsinki participates in local and regional tourism planning and development. We tend to participate on Visit / Business Finland and Visit Helsinki / Helsinki Partners / City of Helsinki travel and business seminars several times a year and of course there is lots of to learn at Matka Travel Fair that usually takes place in January. The founder of Hassu Tours Helsinki Karri Korppi has been a board members and active participants in various travel industry development projects and organization, the latest being the responsible luxury travel project by Haaga-Helia university of applied sciences. Based on the knowledge he gathers as well as for example his assistant in sustainability Maria Protassova with her studies to become an authorized Helsinki guide the company has an active educational plan / communication where all regular employees are involved. The training / education is constant. Hence the company has the WhatsApp group to share things found acute, useful and important for responsible travel services.



Hassu Tours Helsinki is a pioneer in accessible and inclusive travel services in Helsinki. We are an official collaborators for Tom of Finland Foundation, we are part of We Speak Gay community and we are a separate website www.accessiblehelsinki.com for accessible travel services although they are also visible in such centric place on our main website as <https://www.happyguidehelsinki.com/customized/> Responsibility and inclusion are central themes we also talk with our visitors and they also do come up on our social media. Karri has always hired people for their talent no matter what is their native country, ethnicity or gender. All happy people can be part of Happy Guide Helsinki :)

We are a living part of our community. That comes up in our actions: Finding employees and collaborators, purchases, in general awareness of being present here and now but not forgetting the past and the future.

ECOLOGICAL SUSTAINABILITY

- **The establishment is committed to combatting and adapting to climate change.**

How is the company's carbon footprint monitored, and how is it reduced?

The monitoring of the carbon print is the goal for 2026. However, we pull our share in reduction of our carbon footprint and that of the clients as well: using public transport or walking/biking (we provide activities by such means and recommend them for the clients first. We provide arrival instructions to the meeting points by foot or public transport. We use public transport ourselves. For airport pick-ups and drop-offs, the employees are refunded the additional cost of a public transport ticket. The clients who choose our public transport services are given a 24 hour public transport pass so that they can continue to use the public transport system even after the end of the service.

We rely on shared economy: we use public open spaces for our offices, citybikes or rental bikes for company use and services, we use a shared headset microphones between the guiding team and we don't own equipment with single-use headphones.

We tell visitors about the environmental problems, such as the state of the Baltic Sea, and how we all can contribute e.g. via John Nurminen foundation.

- **The establishment is aiming at minimising the negative impacts and maximising the benefits of its activities in its operating environment.**

- Cleaning: Commitment to using environmentally certified products.

Hassu Tours Helsinki is committed to use only environmentally certified products, such as those with The Nordic Swan Ecolabel

- Use of disposable tableware: When are disposable items used, and how are their environmental impacts minimized?

We do not use disposable tableware.



- Transportation: How is transportation minimized, and how are the environmental impacts of company-owned vehicles reduced?

Using and encouraging to use public transportation. When using motorised vehicles, we adapt the size to the minimal (for example, we don't book a 60-seated bus for a group of 10 people).

- Litter prevention: How is the generation of litter prevented?

Not using disposable tableware, single-use headphones, avoiding single-wrapped foods when possible. We check that we or clients don't leave rubbish in nature, on the streets or in the establishments, and we show how to recycle waste properly e.g. at Oodi. We pick up rubbish from the streets even during the activities if we feel that it's safe.

- Forest fires: How are forest fires prevented (if open flames are used in outdoor activities)?

All the guides who use open flames in outdoor activities are certified outdoor guides. We always follow forest fire warnings and the instructions by the authorities. We use only official campfire sites, such as:

- <https://haltia.com/en/hiking-in-nuoksio/> (scroll down for the campfire information)

- https://repovesi.fi/fi_FI/repoveden-kansallispuisto/repoveden-tulipaikat-ja-laavut

- <https://www.hel.fi/en/culture-and-leisure/outdoor-activities-parks-and-nature-destinations/hiking/outdoor-recreation-services#cooking-shelters-and-grilling-spots>

- Monitoring natural wear and tear: How is the wear and tear on nature monitored and prevented?

We use only official / marked routes and meeting points, in forests, natural parks, islands, city parks etc.

- **The establishment is committed to not using meat, fish, or shellfish products that come from endangered or protected species.**

How is it ensured that such products are not offered (certifications from suppliers, procurement agreements, etc.)?

Hassu Tours Helsinki is committed to not use any products that come from endangered or protected species. We always research and ask about the origin of the products that we use.

- **The establishment is committed to reducing food waste.**

Is a food waste reduction plan in place? How is it ensured that staff are familiar with it?

When offering food as part of the activities, we buy food only for the number of people we are serving. We aim to avoid all-you-can-eat-services. We get bite-sized or small portions instead of big portions or big packages that will not be wholly consumed. We reduce food orders if the group size diminishes. When there are food leftovers, such as untouched tasters, we encourage to use them instead of throwing them away. The provider can offer them for free to the passer-bys, or, more often, the employees are encouraged to get the leftovers and take them home, ensuring that the food will be consumed. This happens via WhatsApp group, so that someone can get the food before the establishment closes. Usually the bigger the group size, the more chances of leftovers, so we can predict the amount. Employees are encouraged to take multi-use containers with them



for such activities so they can take the leftovers with them straight away while not creating waste from extra packaging.

- **Endangered plant/animal species or historical/archaeological artifacts are sold or displayed only within the limits of the law.**

Are such items or products sold? How is it ensured that operations are legal (e.g., souvenirs)?

We don't sell or display or even recommend any products sold by others that are made of endangered species or are artifacts of that sort.

- **___If the establishment uses animals in tourism activities, it ensures their well-being by following these principles:**

- 1. Proper feeding: Animals do not experience prolonged hunger or thirst.
- 2. Comfortable resting place: Animals have a comfortable and appropriately warm place to rest.
- 3. Good health: Animals do not suffer from injuries, illnesses, or pain caused by improper handling or care.
- 4. Allowing species-specific behavior: Social interaction, natural behavior, a positive relationship between humans and animals, and a positive mood are ensured.
- 5. Protection from fear and distress: Animals do not show clear signs of fear, distress, or apathy, and they have the opportunity to seek privacy or shelter.

Hassu Tours Helsinki does not own animals. We collaborate only with sustainable and responsible providers, such as Nuukio Reindeer Park which is STF-certified.

Location and date: Helsinki March 27th in 2026

CEO's signature: Karri Korppi, the founder of Hassu Tours Helsinki