

Husky Travels Oy

Arctic Circle Husky Park sustainability plan 2026-2027

6.8.2026

Introduction

Arctic Circle Husky Park is a company providing program and experience services, located in Rovaniemi at Santa Claus Village, Joulumaantie 3, 96930 Napapiiri.

In summer and autumn, our services include guided husky visits, husky hiking, and husky rides with summer carts. During winter, we offer park visits, meetings with the huskies, and husky sled rides. Husky Park also has a small gift shop.

We are open almost all year round, always considering the safety and wellbeing of our dogs. This means, for example, that husky rides are not available if the temperature is above 15 degrees Celsius. Depending on the program, the number of participants can range from just a few to several hundred. Annually, Husky Park welcomes around 80,000 visitors.

Our aim is to provide our guests with authentic, responsible, safe, memorable, and joyful experiences with real Siberian Huskies throughout the year. Everyone is welcome to visit us, regardless of gender, religion, or age. We strive to be chosen as the husky service provider because we know we are responsible and continuously work to improve in this area.

Our commitment to sustainability

Our company is committed to responsibility and is continuously working towards the goals we have set. Compliance with laws, regulations, and other requirements is our minimum standard, and we are committed to going beyond the current legislation and regulations related to sustainable development. Arctic Circle Husky Park strives to be at the forefront of creating a sustainable tourism industry and to inspire other operators, customers, and staff to participate in sustainability efforts.

Our company has appointed an Environmental and Responsibility Coordinator, whose work includes developing and promoting sustainable tourism and responsibility practices, as well as informing and training staff on these matters. Since 2026, this position has been held by Veikko Vilpponen. The Coordinator is also responsible for coordinating the work of the responsibility working group, which includes CEO Kristian Erkkilä, Office Manager Emilia Erkkilä, Office coordinator Katriina Vormisto, office workers Jenna Pettissalo, Juho Iivari and Team Leader Tony Nukala. The working group ensures that the company's sustainable tourism and responsibility objectives are set and implemented in practice.

All staff members are welcome to attend responsibility meetings, held during working hours, where progress on goals is reviewed and current matters are shared. In these meetings, every employee has the opportunity to present their ideas and perspectives for development. Employees are an active part of the company's practical responsibility work, as responsibility is very much present in the everyday operations of Husky Park.

We also engage travel organizers to communicate our commitment to responsibility to their customers, and we collaborate with Visit Rovaniemi in developing sustainable tourism. Furthermore, we require all

subcontractors working with us to comply with legislation regarding both the wellbeing of the dogs and the employees, and to commit to our responsibility work.

Responsibility targets 2026–2027

1. Renovated eco-points

-We will repurpose the old firewood shelters by turning them into new recycling points in the park area. This is intended to encourage customers to sort their waste while also giving the shelters a new use.

Kristian and Jimi — autumn 2026

2. Continue improving customer communication on site

-We will expand the group information sessions in the Kammi so that individual guests and families can also participate. This will give us a better opportunity to highlight our sustainability initiatives.

-A new information sign at the entrance will outline the rules for the park area. This will increase awareness and help keep dogs safe—for example, by warning visitors that dogs may try to steal and eat gloves and hand warmers.

Veikko, Katriina, Jenna, Juho, Kristian — autumn–winter 2026

3. Streamlining logistics / storage

-We will aim to reduce the number of deliveries by ordering larger quantities and storing them, rather than repeatedly ordering small quantities as needed. This is also expected to make it easier to calculate the carbon footprint of our transportation.

Kristian and Tony — 2026

Sertificates

Husky Park has aimed Green Activities certificate, Sustainable Travel Finland certificate and Key Flagmark.

Current State of Competence and Its Development

To enable responsible operations, we must continuously develop our knowledge and expertise on the subject. Our goal is to be a sustainable operator in husky activities and to ensure that our operations continue for decades to come. We develop our expertise by following news from Green Activities and Sustainable Travel Finland, and by participating in webinars related to sustainable tourism and corporate responsibility. We provide training for our staff on responsibility matters as part of their work orientation and, in addition, we organize annual responsibility and safety training at the beginning of the winter season. We also inform our staff about our responsibility work through environmental meetings and internal communication channels.

Arctic Circle Husky Park is already well on track in its responsibility work, and our operations have long been based on sustainable practices. This is clearly visible when comparing our activities with the general state of sustainable tourism in Finland as presented in the Sustainable Travel Finland report. We carefully comply with the laws relevant to our operations and keep track of possible upcoming changes. Regarding changes in the program service sector utilizing dogs, we stay informed by being members of the Finnish Siberian Husky Club, the Finnish Kennel Club, and by cooperating with other dog entrepreneurs. We are also members of Suomen Yrittäjät (Federation of Finnish Entrepreneurs), through which we receive broader information on possible legislative changes affecting business operations.

Our company is committed to anti-corruption practices. This is reflected in the equal treatment of customers, where the same rules apply to everyone. The commission system we offer to tour operator clients is based on seasonal sales figures and customer volumes, and it is the same for all. We always communicate openly and clearly to our customers about the commission system. We neither accept nor engage in bribery. We strictly follow laws and proper means to promote our operations. In tenders and recruitment, our choices are based on selecting the best product or candidate for the benefit of the company.

Measuring and Evaluating Responsibility

Carbon Footprint

Husky Travels Oy, calculated its carbon footprint for the first time in spring 2024 as part of the Climate Program of the Finland Chamber of Commerce. A new calculation was conducted for the period 1 April 2025 – 31 March 2026.

Our calculated carbon footprint for the mandatory Scope 1 and Scope 2 emissions is **28.27 tCO₂e**. When including some Scope 3 emissions, the carbon footprint amounts to **90,84 tCO₂e**.

The following areas were included in the 2025–2026 calculation:

- Emissions from company-owned vehicles (Scope 1)
- Purchased electricity and heating (Scope 2)
- Commuting to work (Scope 3)
- Business travel (Scope 3)
- Purchased products: dog food (Scope 3)
- Wastewater and tap water (Scope 3)

Additionally, company-ordered transportation services (Scope 3) were identified as a material category for future calculations but were not included this time due to difficulties in obtaining reliable data. Purchased products (Scope 3) were only partially included, covering the most relevant categories. In the future, we aim to expand the calculation to cover investments and purchases more comprehensively.

The largest emissions for our company during the reporting period came from purchased dog food (Scope 3), fuel consumption of company vehicles (Scope 1), and employee commuting (Scope 3).

For the year 2023–2024, our calculated carbon footprint was **19.27 tCO₂e** for Scope 1 and Scope 2, and **85.51 tCO₂e** when including some Scope 3 emissions. For the year 2024–2025 our carbon footprint amounts to **61.74 tCO₂e**.

As part of the Finland Chamber of Commerce Climate Community, our target is to prepare a more detailed emission reduction plan, setting targets to reduce our carbon footprint and finally achieve carbon neutrality. Future measures for Arctic Circle Husky Park include minimizing fuel consumption and supporting carpooling and the use of public transportation by employees.

Measuring the Implementation of Sustainable Tourism

Our company actively monitors and evaluates the development of sustainable tourism to ensure that our responsibility work is both effective and meaningful. Each year, we set specific responsibility goals (presented earlier) and track their implementation. The realization of sustainable tourism is also generally measured by monitoring electricity and water consumption, the quantity and quality of purchases, and fuel consumption. It is equally important to ensure that insurance policies, safety plans, and staff training are kept up to date.

We record accidents and near misses, allowing us to monitor the safety of our operations and respond promptly if we notice significant changes or clear risk factors in our environment. These also serve as indicators of the implementation of sustainable and responsible tourism. Company responsibility meetings always include a review of progress, challenges, and possible solutions, making them an important tool for assessing the effectiveness of our sustainability work.

In addition, we make use of the Sustainable Travel Finland sustainable tourism indicators and the Green Activities criteria. These indicators and criteria serve as guiding principles for our responsibility work and have partly formed the basis for setting our current sustainability goals. They provide us with concrete measures to integrate into our operations and help us position ourselves as part of the wider sustainable tourism community.

Responsibility Communication

We encourage our customers, through our communication, to choose a responsible option for husky safaris – such as the one our company provides. With our communication, we aim to convey transparency and share honest information about our operations with our different customer groups.

Responsibility work is communicated to **B2C customers** via the company's website, social media channels (Instagram, Facebook, TikTok, and YouTube), and in our marketing. Company posts tell about the responsibility, for example by sharing about the wellbeing of the dogs and the actions taken to promote sustainability and improving operations. Responsibility is also conveyed in advertisements (magazines, flyers, Instagram, Google, and Facebook ads) through the use of certificates and direct messaging.

At our Husky Park location, responsibility work is showcased through information boards, guided tours, and info sessions held by our guides. We also aim to make responsibility engaging and eye-catching; for example, our park's trash bins feature images of dogs "speaking" humorously to encourage visitors to dispose of waste properly and to recycle.

On our website and in booking confirmations, customers are provided with information on arriving in Rovaniemi via public transport and continuing onwards to Santa Claus Village and our park. We always prioritize informing customers about public transport options and assist them in finding suitable connections.

B2B customers are informed about our responsibility work and development projects via a newsletter sent by email at least twice a year, as in connection with price lists.

Our Work for Sustainable Tourism

Impacts on the Operating Environment

The company operates in Santa Claus Village, surrounded by forest, and two winter safari routes (2 km and 5 km husky safaris) also partly cross a nearby marsh. Negative impacts from our operations mainly occur when creating new routes, as trees are cleared and the terrain is shaped for the trail base. However, new routes are built rarely, since we aim to use the same trails for as long as possible. Routes were renewed in 2011 and again in 2024. Within the park area, trees have only been cut where necessary, for example to make space for buildings, customer pathways, or enclosures. We strive to keep our park area as natural and biodiverse as possible.

The 1 km, 2 km, and 5 km husky rides cross a road at two points. Otherwise, the trails run on land rented from the City of Rovaniemi, where there are no other operators. The road is not in public use, but occasional traffic may occur. There are clear warning signs for cars and other users, and our mushers have good visibility of the crossings, minimizing the risk of accidents. The husky hikes we organize also make use of local hiking routes and fire pits. These are used respectfully – we yield to other hikers when necessary, allow others to use the fire pits, and never leave trash behind. We always bring our own firewood and never light fires when a wildfire warning is in effect.

Our operations also have positive impacts. Our central location makes it easy for travellers to reach us by public transport. Visitors to Santa Claus Village can enjoy multiple attractions in one trip without having to travel separately to another part of Rovaniemi just for a husky activity. Compared to many other types of businesses in the area, our operations have also required less tree clearing and land modification.

Climate Change and Biodiversity

Climate change affects our operations negatively in winter and positively in summer. In winter, reduced snow and ice, shorter seasons due to warming, and unpredictable weather pose challenges for husky rides. In summer, longer heatwaves and variable weather also complicate husky activities. However, climate change may also have positive effects, as travellers from hotter parts of Europe increasingly seek cooler holiday destinations in the north, boosting demand for our summer activities.

To adapt, we have invested more in activities outside the snow season. We highlight summer and autumn opportunities in our marketing, social media, and website, and are developing new activities. One of these is summer cart rides, where we have been pioneers in introducing the concept to husky tourism. This activity is also well-suited for dogs when the weather is cool enough. All of our activities are designed around the dogs' wellbeing. For example, we do not offer husky hikes or rides in hot conditions (over 15°C).

As part of our climate work, we have calculated our carbon footprint and joined the Climate Community of the Finland Chamber of Commerce. Our aim is to create an emission reduction plan and to expand the scope of our carbon footprint calculation, especially regarding Scope 3 emissions.

We also promote biodiversity by keeping our park and trail surroundings as natural as possible, without practicing logging. We protect the environment from wear and tear by using the same existing routes for as long as possible. In summer 2024, we built insect hotels along the edges of our park, and we are adding birdhouses during summer 2026.

Animal Welfare

The dogs' living conditions at Husky Park are kept at an excellent standard. We ensure this by complying with the Finnish government's kennel size regulations, by cleaning the enclosures carefully every day, by providing sufficient food and water, and by supporting natural canine behavior. Several staff members are specifically responsible for maintaining the dogs' wellbeing.

The dogs receive regular vaccinations and health checks to monitor their condition. They are brushed and have their nails trimmed regularly. As enrichment, the dogs have toys in their enclosures and are also given bones, which both stimulate them and help maintain their dental health. Each dog has its own insulated kennel, providing a calm and stress-free resting place. Every dog's health is checked daily during cleaning and feeding.

We ensure that the dogs can socialize with each other year-round, which is reflected in the placement of the enclosures, sled team arrangements, and the relationships between guides and dogs. Rest is guaranteed by tracking the running kilometers of each dog. Every dog has full rest days, and during working days, regular breaks are provided to support muscle health. Even if a dog is eager to work, its workload and endurance are always assessed individually. Signs of sore or tense muscles are noticed by observing the dog's movements in harness and when running free. Our guides constantly monitor the dogs' condition, and if a dog is having an off day or does not want to run, it is never forced but instead returned to its enclosure.

We keep sled teams as balanced as possible so that less fit dogs are not overstrained and fitter dogs are not slowed down. Dogs need exercise year-round. In summer, they run freely in exercise yards in small groups in the mornings, allowing them to expend energy and interact with other kennel dogs. Customers may also experience short cart rides (1 km) during cool weather (below 15°C).

Work motivation is essential for the dogs' mental wellbeing and the quality of their work. Motivation must be supported individually, as different dogs are motivated by different things. A well-suited sled dog loves pulling and running, but even strong motivation must be maintained, as regaining lost motivation can be difficult. We support motivation with variety: changing trails, directions, training runs, and harness positions. Sometimes lead dogs are relieved of responsibility and placed in other positions. Sled brake use can also lower motivation, so we carefully match customers with suitable teams – for example, elderly travelers are placed in calmer teams where brakes are less needed. We also design trails and difficulty levels appropriately and place slower sleds at the back of the line.

As dogs approach retirement, we begin searching for retirement homes, often through social media among local residents. Dogs always retire in Finland, as they are accustomed to the climate and, for example, air travel could be mentally stressful for them. Potential adopters are carefully evaluated, and they must explain what kind of home they can offer. A dog is only placed in a safe and suitable home. For example, an active dog will not be retired to someone living in an apartment without the ability to provide the necessary exercise. We follow a written retirement plan while also considering each dog's individual situation.

We have further developed the retirement process by maintaining closer contact with the new owners of retired dogs and sharing updates on the dogs' wellbeing, sometimes on social media. Retired dogs remain at Husky Park until a suitable home is found, and they can continue to participate in activities according to their condition – for example, by greeting visitors in the Meet & Greet area.

Developing the Visitor Experience

We currently collect customer feedback through TripAdvisor and Google. After a customer makes a booking in our online store, they receive an email a few days after their visit requesting feedback about their experience. At Husky Park, posters also encourage visitors to leave feedback via an electronic form. At times, we also request feedback directly on-site or through social media.

Customer feedback is acknowledged by liking, reacting, or responding with a written reply. We use this feedback to improve our operations and to measure customer satisfaction. If issues are identified in the feedback that can be corrected, we investigate and address them actively.

We also continuously develop our communication and content related to activities and other services to better meet the needs of both the dogs and the customers. For example, our *Husky Meet & Greet* program was created based on customer feedback.

In addition, our Husky Park staff prepare short daily reports after each workday, describing how the day went, noting any irregularities with the dogs or customers, and assessing customer satisfaction.

Equality

At our company, all people are treated equally and fairly. Persons with mobility challenges are assisted in moving around and can also participate in rides if they are able to sit safely. The Husky Park area is accessible, and in potentially more challenging spots, our staff provide assistance as needed. In winter, heavy snowfall may create accessibility challenges, so special attention need to be paid to snow removal and grit application in these areas.

In marketing, on our website, and via social media, we communicate that everyone is welcome and strive to provide low-threshold services for all. We include information about the difficulty level and accessibility of our services in service descriptions.

In recruitment, all applicants are treated equally, and selection is based solely on suitability for the role, without consideration of age, gender, religion, or other personal characteristics. We always choose the candidate who is the best fit for the company's interests and act in accordance with anti-corruption principles.

Equality in onboarding is ensured through an orientation plan, which is reviewed with every new employee. During onboarding, we also address the inclusivity of our operations. Staff are instructed to contact Emilia Erkkilä if they experience harassment or bullying at work; each case is investigated individually.

Safety

Safety is one of the highest priorities at Husky Park, and we continuously develop our operations in this regard. We operate under the Finnish Consumer Safety Act and have separate safety plans for winter and snow-free seasons. Reading the safety plan and its appendices is part of employee onboarding, and employees must acknowledge having read them by signing a tracking sheet.

Staff receive first aid training and an annual safety training session in autumn to ensure first aid skills and safety awareness are up to date. The training covers common risks, accidents, and dangerous situations that may occur during work and operations, including preventive measures and proper responses. Fire safety at Husky Park is also addressed.

All accidents and near-miss incidents are always recorded, and preventive measures are evaluated. At the end of each season, we review incidents to further improve safety practices and park operations for the following season.

All employees, interns, and volunteers are covered by insurance through Lähitapiola, and the coverage and validity of policies are checked annually. We maintain workplace safety through onboarding, active monitoring, and encouraging staff to report issues. Health safety is ensured by separating areas for specific uses (e.g., dog care areas, staff facilities, customer areas), regular cleaning, and limiting the number of people in each space. Handwashing facilities are available in the restaurant near the exit. We do not collect sensitive customer information or share data with third parties. Our website complies with GDPR and is SSL-protected.

Locality and Supporting Regional Sustainability in Our Operations

We participate in local community activities whenever possible and strive to promote sustainable tourism together with other regional stakeholders. Our goal is to operate year-round, which supports the region's economic sustainability and well-being. We continuously diversify our service offerings to extend customer stays and attract visitors evenly throughout the year, thus avoiding excessive congestion during the winter season. We cooperate with organizations such as Visit Rovaniemi and other local actors. Upon request, we recommend to our customers the services and products of other local businesses.

In our operations, we primarily use local services, such as veterinary services, construction projects, and work clothing. We employ Finnish-speaking staff to support year-round employment for Finns and locals. We collaborate with local educational institutions by offering internships and workplace visits to students, and we are happy to take part in projects and research conducted by universities. We also support local social work by providing work trials through Eduro.

Our tourism products are designed to respect the local community and highlight local culture. In our shop, we sell items from local makers and Finnish companies. We do not sell endangered plant or animal species, nor historical or archaeological objects or products. We also refrain from selling items that could offend other cultures. Our Finnish souvenir products are also available in our online store.

Our company considers the local community by ensuring that activities always remain within designated areas, thereby avoiding disturbance to residents. In activities outside the park, such as husky hikes, we take other trail users into account, yielding when necessary and sharing fire pits with other visitors. During summer, we also participate in events at the Santa Claus Village that are designed for locals.

Sustainable Procurement and Financial Resources

Our company is committed to making responsible purchases and investments, as well as promoting the circular economy. Our procurement guidelines prioritize Finnish and local products, companies, and services, as well as products with environmental or Nordic Swan labels. We strive to purchase long-lasting, high-quality items. Smart and sustainable procurement also strengthens the company's financial sustainability and ensures sufficient resources. Year-round financial resources are secured through responsible financial management and sufficient margins on services and products.

We aim to purchase items only as needed, and when equipment breaks, we prioritize repair. For example, we do not discard dog harnesses immediately after damage, since they can often be repaired multiple times before becoming unusable. We commit to recycling discarded and broken items appropriately. In staff facilities, we recycle metal, glass, plastic, cardboard, paper, and energy waste. In customer areas, we provide facilities for recycling cardboard, deposit bottles and cans, paper, and plastic.

We strive to minimize waste and avoid the use of individually packaged products. We use durable products instead of disposable ones. The buildings on our site are made of wood and high-quality materials. They are heated with geothermal energy, and our electricity is emission-free and produced from renewable resources. We use environmentally certified or Nordic Swan-labeled cleaning and hygiene products. Our dog food and other products do not contain meat from endangered species—we always verify this directly with the producer. Employee workwear comes from Anuco, with a branch in Rovaniemi.

Human Resources and Staff Well-being

Husky Park employs an average of about 15 people year-round, with around 25 employees during the winter season. We aim to offer year-round contracts to all our guides and office staff. However, many applicants prefer seasonal work, and we also offer opportunities for them. Customer service staff are typically seasonal employees. With year-round employees, we seek to ensure the quality and continuity of our services and to create permanent jobs, even though this is not always economically the most profitable option. Our company always aims to find the right type of contract and workload for each employee to maintain high motivation and, consequently, good work quality. Employee well-being is important to us, and we aim to invest in it more in the future.

We provide E-passi employee benefits for sports, culture, and massage services to year-round employees. This encourages our staff to stay active and take care of their well-being outside of work. In addition, during the last season, we offered monthly bonuses for well-performed work. For the 2025–2026 season, the bonus system has been further developed based on employee feedback so that it better accounts for the content of tasks and personal contributions. We use both general bonuses for all staff and role-specific bonuses, such as those based on sales and positive customer reviews, while ensuring fairness for everyone.