

# Sustainability Policy

## Destination Järvsö

### Destination Profile

The ‘Destination’ area is defined as Ljusdal Municipality in Hälsingland, covering 5610 square kilometres and with 19000 residents. It is located 320 kilometres north of Stockholm and can be accessed from Stockholm or Arlanda International Airport in about 3 hours by rail or road. Many of the tourism activities are concentrated to Järvsö, a smaller village about 17 km south of the municipality center Ljusdal.

Järvsö as a destination has rich culture, a celebrated UNESCO heritage and a varied, nature rich landscape. There are many “unique” and “authentic” reasons to visit Järvsö and Hälsingland, offering considerable potential due to the Destination’s USPs and close proximity to Stockholm.

Järvsö Destination’s main tourism company is Järvsöbacken, one of Sweden’s largest ski resorts with 20 slopes, 8 lift systems hosting over 220 000 winter guests every year. Stenegård in Järvsö is one of Hälsingland’s most important tourism attractions and hosts a Visitor Center for the Decorated Farmhouses of Hälsingland World Heritage. Other important attractions are Harsagården, Järvsö mountain bike park, Rovedjurscentret The Big Five and Järvzoo.

### Purpose of the policy

The Green Team strives to achieve sustainability according to the Destination Vision to offer “A genuine hospitality in every meeting for a sustainable future”.

### Destination Authority

Destination Järvsö AB was established in 2007 and today has 10 employees, about 150 member companies and approximately 2000 beds available through a portfolio of hotels, hostels and rental cabins. Destination Järvsö AB is endorsed by the Ljusdal Municipality as responsible for tourism information and development, and a Green Team has been formed with representation from Ljusdal Municipality, Destination Järvsö AB, Järvsörådet (NGO) and Region Gävleborg (regional authority).

**The Järvsö Destination Green Team commits to:**

- comply with all relevant national and international environmental and sustainability agreements and policies, including the GSTC Criteria for Sustainable Tourism
- recognize and control the environmental risks associated with its activities;
- set annual targets to continually improve sustainability performance, undertake and report on annual benchmarking of performance through EarthCheck;
- achieve local sustainability through consultation, leadership and guidance with the community ensuring that any action does not systematically undermine people's ability to meet their basic needs;
- facilitate responsible energy, water and waste management which seeks to maximize efficiencies and minimize non-renewable resource use
- encourage the protection of significant ecosystems and expansion of biodiversity;
- encourage minimal use of any pollutants that may cause environmental damage;
- encourage environmental awareness and use of environmentally friendly products;
- provide equal employment opportunities
- where possible use goods and services whose origins are as close as possible to the local community.
- provide education and learning opportunities for the local community

The Green Team reviews the Policy annually and publically promotes the Policy to all stakeholders, members of the general public, employees, customers and suppliers of goods and services of the Destination.

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