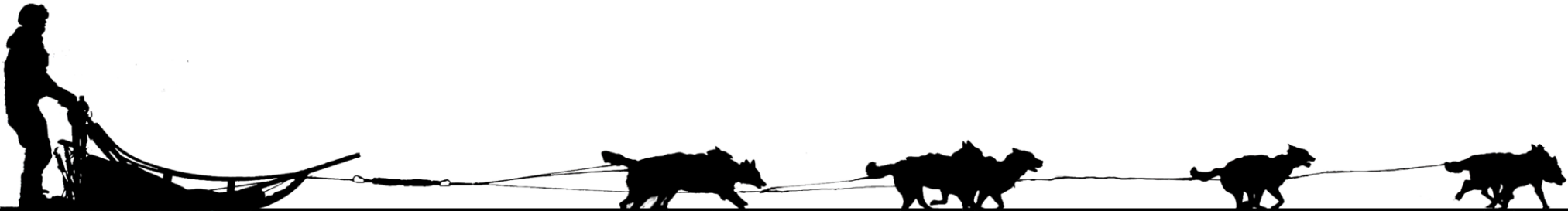


OUR JOURNEY TO BECOMING A RESPONSIBLE SLEDDOG OPERATOR

1. Animal Welfare
2. Waste-Management "ReduceReuseRecycle" / Energy-Management
3. Local Sourcing and Community Engagement
4. Networks and Cooperations
5. Communication and Education to Clients and Guides



HETTA  **HUSKIES**

Early Years

Animal Welfare

Development of in-house systems w.r.t. living conditions, food, medical treatments, retirement and adoption that ensure that our dogs are happy, healthy and fit; thereby safe-guarding and respecting the most valuable resource we have, our dogs and, as a result, helping to guarantee long-term but ethical business-success.

Responsible Construction

We fenced the perimeter of the farm, put up the log shed, toilet and frames for two fabric kotas and built the cages for the first 44 dogs. We created the 2km loop and helped to build the Mokki.

Local Sourcing

Cooperate with local shops and businesses (eg. Hetta Silversmith or Hotelli Hetta) Buy whatever possible in town to keep money flowing inside the community

Waste Management: “Reduce, Reuse, Recycle”

Reduce plastic /use, etc
Recycle waste, compost dog-poop, use repurposed products, fix equipment as long as possible

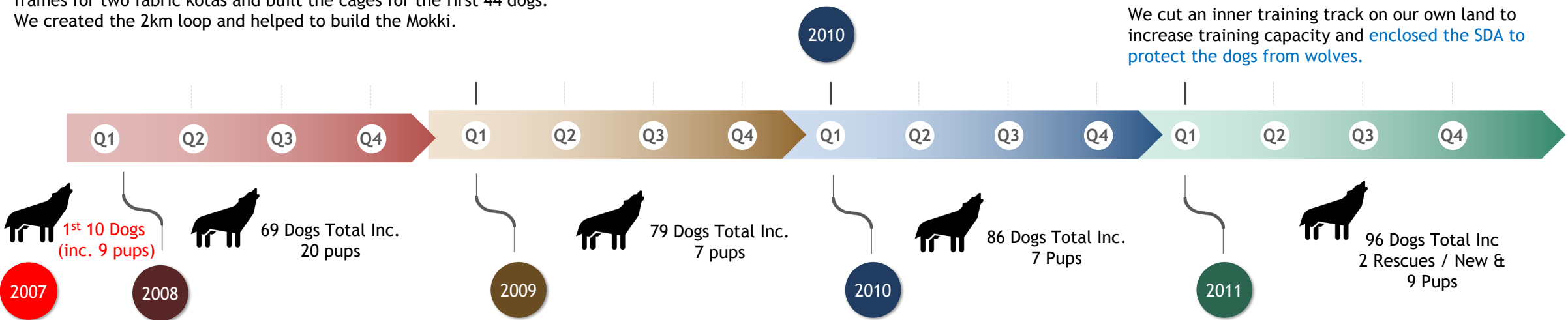
Communication:

Building Physical Signboards, Developing the standardised farmtour ‘story’ and creating signboard information w.r.t. the farm, dogs, S. Pole, Environmental ethics etc

Responsible Construction

We built a drive-through for snowmobiles quads etc and added 9 new back to back cages including the puppy Hilton and Kindergarten.

We cut an inner training track on our own land to increase training capacity and enclosed the SDA to protect the dogs from wolves.



Cooperation & Communication

Anna contributed to the BS 8848 Standards for organising and managing visits and adventurous activities overseas..

Networking with other companies in the industry, gaining an understanding of current practices in ethics.

Initiator of Change

Welfare Improvements

We built our first large running fence, extended the cage and holding post area and built a sleigh shelter and a puppy teepee play area for pups.

Responsible Construction

We built the house extension so that we could theoretically separate more guides and clients from the family living area (it didn’t work) and also create a changing area for guides.

We separated the store room at the back of the garage from the main garage area so as to protect kit from sawdust produced during building projects. We scavenged a lot of wood from the tip and created our first agility obstacles. We initiated our GEE HAW maze.

Valimaa was redesigned and rebuilt. Name and heat signs were made for all Valimaa dogs as well as additional kennels since theirs were not good enough quality.

Systems & Buildings Consolidation

The cage system at Valimaa was rebuilt, as was the farmhouse's waste management centre and a storage centre for yard management.

We made artsy signs and more informational signs for interpretation around the farm, using QR codes to direct people to more information available primarily on our website.

We created a pendant in collaboration with a local business, developed our own postcards and calendars and erected a souvenir shop in which to sell such items.

We made a floor for our fabric kota as well as a log shed for the farmhouse area.

A floored and roofed area was built in SDA for recuperating dogs. 13 new cages at the farm in addition to 2 more running fences (and all of the kennels etc needed to put these new areas into use). The sleigh shelter was extended and the souvenir shop stripped to its bones to be re-insulated. The roof of the wooden kota was finished and the floor given underfloor heating and concrete.

We put up a bouldering wall for in-house use, lighting was added to the yard to increase the quality of reception, and the house area poop composting capacity was expanded.

A new client cabin was built at our Palojoki cabins, Kelottijarvi cabin was repaired and a Laavu built at the Mokki. All wood was sourced locally. We ended our contract running the Valimaa farm.

Dog Recuperation Cages Built

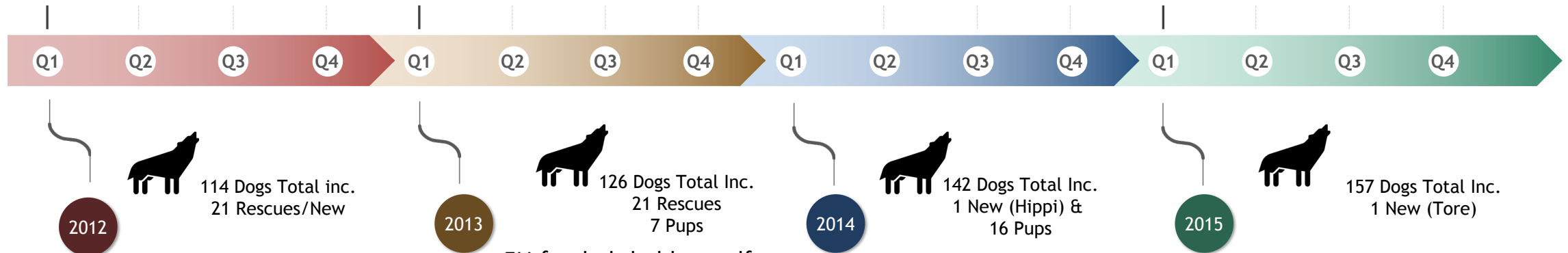
An isolation area was added for use by sick, hotel and lost and found dogs.

A sauna was built at the Palojoki cabin and a number of single dog kennels were built in-house.

We were invited to apply for the World Responsible Tourism Award in Animal Welfare.

A 2nd EU project around Husky Welfare was initiated which ran, then, for 3 years.

The website was re-coded - a huge communication project.



Broaden Regional Partnerships

Initiate network associations to raise awareness and ultimately implement sustainable sleddog standards across the industry.

A new kota was built at the farm to replace the fabric tent used to that point. A number of decorative items were built with waste materials for the farmhouse area and the garage was extended to prolong the life of the quads and snowmobiles.

EU-funded sleddog welfare

Short Initiate and participate in 2 EU-funded sleddog welfare projects and 1 environmental tourism project description.

A lot of time went into website development.

We set up the Lappish Association of Sleddog Entrepreneurs when the first welfare project ended.

Anna started the process of accreditation by Ecotourism Network (but ended up needing to put too much time into the new website to complete the process.

Energy Saving

Insulated houses and new buildings

Switch to fuel-saving cars, quads

Increase proportionate use of renewable energy

Switch lights step-by-step from Halogen to LEDs to reduce electricity consumption

Product & Location Expansion

Maintenance on sleighs

In 2016 we did an awful lot of maintenance on sleighs and moved the souvenir shop from the farm to the farmhouse area.

We built a treehouse complete with ethical quotes, designed to inspire the next generation, a drying shed on the farm to enhance the comfort of the dogs when wearing dried equipment and a client bag storage cupboard.

A female only running circle area was added.

Our Palojoki wilderness cabin was tarred whilst the Kelottijarvi cabin was painted black and the area tidied

Europarc Status

We were part of the Nature Tourism Pkan for the Pallas-Yllästunturi National Park being developed and work was carried out towards the EUROPARC Charter Part 1 nature tourism certification.

We built a 2nd location in Kallo using knowledge gained from the last 10 years to increase efficiency in functionality and performance

The bike barn build

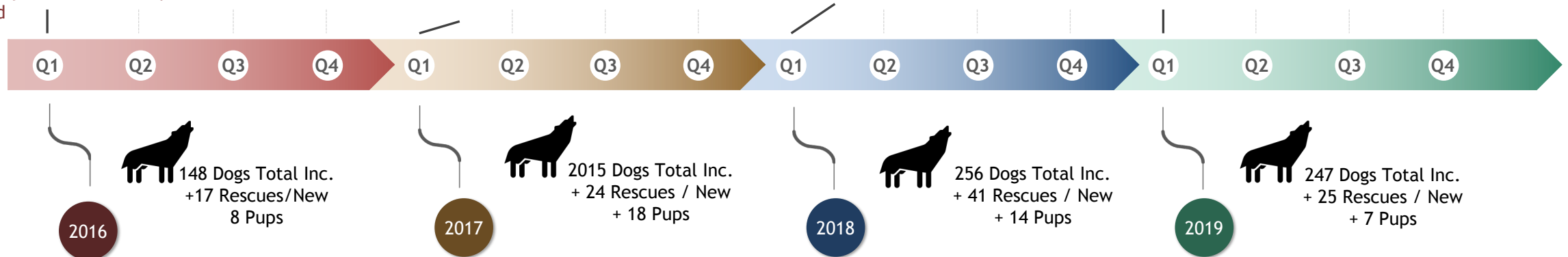
In the summer of 2018 we built a bike barn so we could start a activity in summer as well.

We also built a food storage building in the farm so as to reduce daily distance travelled between collecting and distributing food to the dogs

Farm Energy Use Re-vamp

We redesigned our farm (and farmhouse and client kitchen / dog kitchen) electricity system to make it more efficient...changed all lamps to LED etc

By this stage all of our standard snowmobiles had been exchanged from 2-stroke to 4-stroke machines



Co-operation

Network with Universities

100 Bird Boxes Constructed and put out to nature around the farm and at our wilderness cabins

Upgrade Machine Quality to Decrease Carbon Production

2-stroke snowmobiles are exchanged for 4-stroke machines.

All of the original cages were refurbished
An adventure course was added to the treehouse

An area targeted at special needs dogs was added to the farm.

Carbon planning

Short We signed up for a 3-year carbon-neutral project to both calculate our carbon footprint / consumption and figure out how to offset it.

End of a 6 year sleddog welfare project

The third round of a 6 year collaborative project designed to initiate discussion about the subject of sleddog welfare within the sleddog community and thereby raise standards in sleddog welfare across the region, comes to a close.

Covid & Covid Recovery

Tiling the dog kitchen

We tiled the dog kitchen floor since the concrete finish was making it hard to keep it clean

We put down new high quality laminate in the living room, hallway and kitchen to replace the cover destroyed by dogs.

The Kelotijarvi cabin roof was restored
The Nammalakuru cabin build was commenced

Water Therapy Installation

Northern Lights Cabin Refurbishment continued and continued development was made on the Nammalakuru cabin.

A dog hydrotherapy pool area was set up in the homestead, an old fabric overflow kota on the farm replaced by a new laavu and a generator building added.

Dog cages were built @ the Palojoki Wilderness Cabin

STF Finland & Green Key

We completed the application process for STF Finland and green key/Green Activities Certification in 2022 and benchmarked our company against the ECOT certification process.

Future Targets

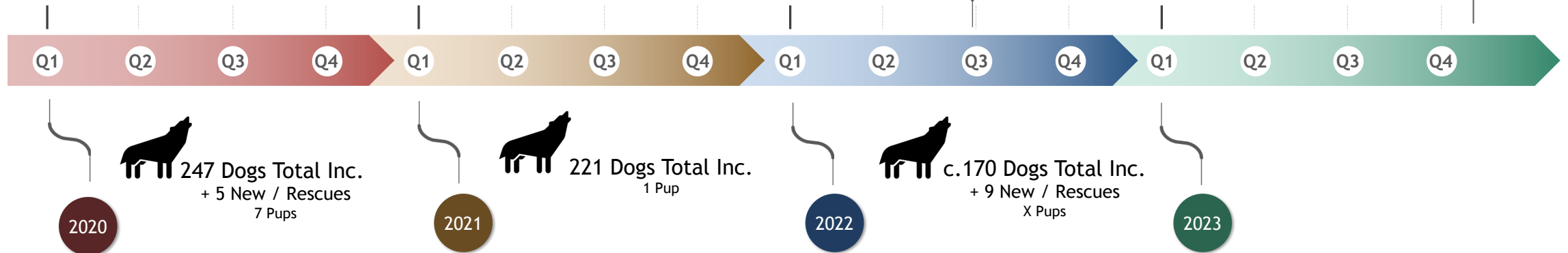
We aim to be at a point at which we are economically 'past' the Covid challenges and able to make new plans for future development, both economically, socially and environmentally.

Translate the carbon report into English

Measure carbon footprinting of specific activities

Devise a marketing /awareness raising campaign for the following 12 months

Add GPS start and end-point co-ordinates and mobile coverage to our customer-targeted maps, apps and risk docs



The adoption period

We committed to running the dogs through the winter without clients (due to Covid) and successfully placed many oldies in wonderful adoption homes.

We received no financial support for Covid business losses.

We built Meg's Mosque, Luca's Locker and a new sleigh shelter.

Contribution to international and Finnish animal welfare guidelines

Provided expert contribution to ABTA's amended Global Animal Welfare Guidelines with particular emphasis on working animals / sleddogs. Tried to ensure that the guidelines were targeted, appropriate and measurable.

Anna learned that Jose had developed guidelines for Sleddog Welfare with Greenkey in collaboration with companies who hadn't even participated in the 10 year process towards said guidelines. Without an invitation to participate, both the content of and wording of, said guidelines are sub-optimal.

Compost Project

We are in the process of carrying out a critical review of our composting procedure and trying to identify nitrogen absorbing plants that would work in Lapland.

We have added information about greenkey, STF Finland etc to our physical and web-based, apps etc communication points.

We have built more information specifically about environmental awareness, inclusivity etc into the training process.

Build a guttering and rainwater collection system.
Get the local supermarket to supply recycled printing paper.
Update code of conduct...include formal complaints.
Food sieving systems for wilderness cabins
Better petrol fueling point with more ground protection.
More signs to encourage clients to participate in our environmental efforts.