



# Northflash

We help to make your business sustainable!

[northflash.com](http://northflash.com)



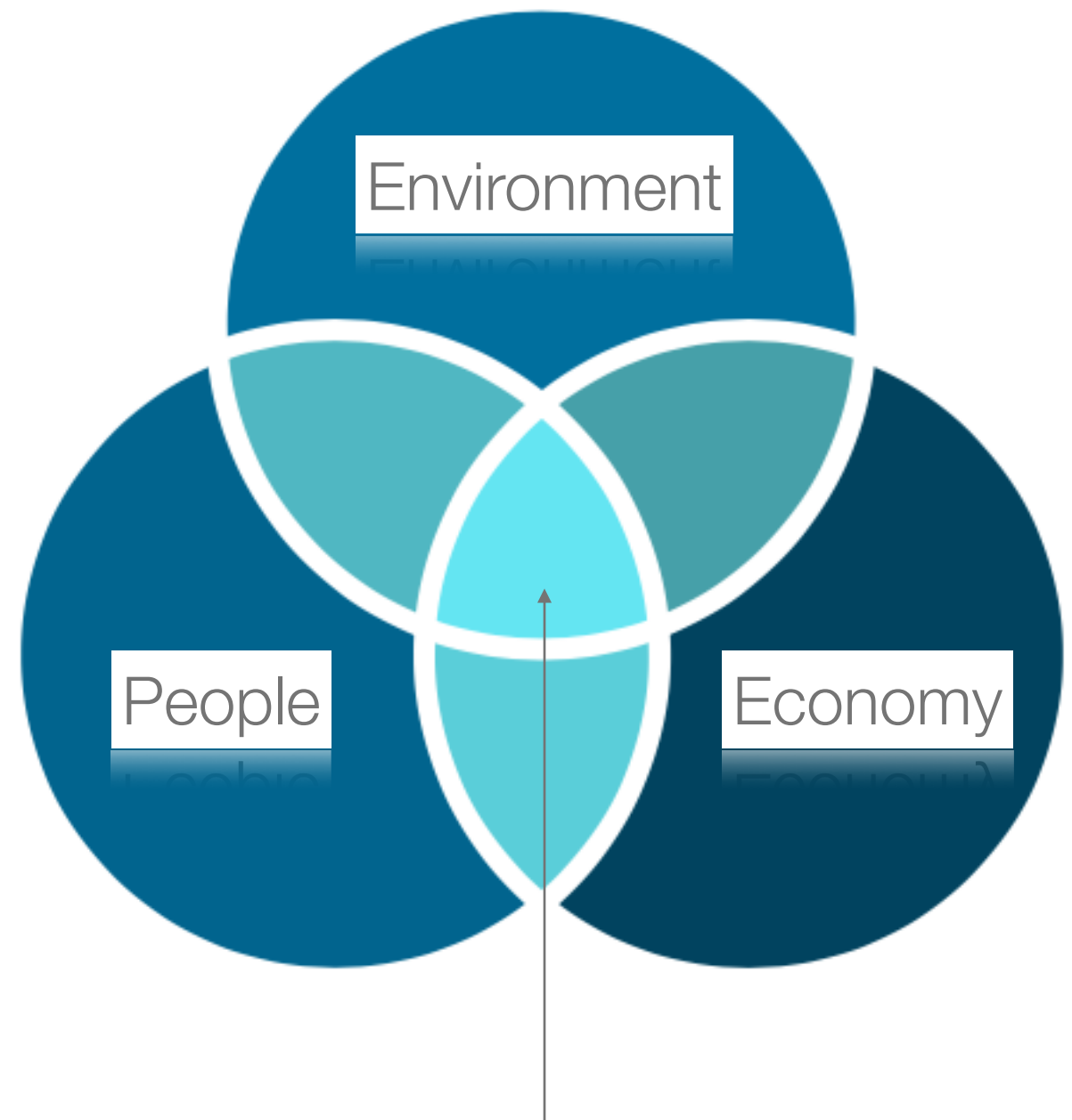
# Our offers

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## We help

- Destinations (DMOs/DMCs)
- Tour operators
- Hotels
- Event-organizers
- Other businesses

to become sustainable.



## Sustainability



Whatever a customer wants, we will gladly provide it



## Analysis

Check how your business is performing in terms of sustainability

## Analysis

If you are at the beginning of your sustainability work, we will prepare an analysis of your current status quo on request. We take into account all aspects of your work, but place particular attention on environmental and social aspects.

For destinations we also offer to do a stakeholder-analysis. For tour operators, hotels and other businesses we offer a sustainability-analysis of your supply-chain.



# Tourism



## Assessment

After the evaluation we suggest the best actions



## Strategies

We develop strategies for reaching the goals



## Risk Analysis

We analyse the risk and suggest countermeasures

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## Assessment, strategies and risk analysis

We evaluate the findings of our analysis and based on that give you suggestions for the appropriate action. We also evaluate strategies that will show you how your business will become more sustainable.

To help you choosing the best strategy and be able to calculate possible risks and the impact of a strategy we perform a risk analysis of the possible actions.



## Develop action plan

We plan all necessary steps gradually for you



## Develop Measurement

We will create a tool for measuring your progress



## Measure and adjust

We use measurement and adapt action if necessary

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## Action and implementation plan

Based on all of our findings we develop an action and implementation plan. It will show you in detail all necessary steps on your way towards a more sustainable business.

To be able to see if the taken actions lead to the desired outcome we will develop measurement. For this we create a tool which helps you to measure and adjust the progress of all taken actions. We assist you if the findings will need adaptations.

# Tourism

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## Support

We help, guide and train you whenever you need

## Support

During the whole process will we help you in several ways and give additional service. This could be helping you, your destination, your company, your stakeholders, your suppliers to learn about sustainable tourism and how to do business in a sustainable way.

We offer support, help and training on site at your premises as well as remote support via e-mail, Skype or phone.



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## Certification

Proof for being trustworthy  
and acting responsible

## Sustainable tourism certification

Your touristic business or destination is already sustainable or you want to finish your process in becoming a sustainable destination and show the world about your commitment? Then we recommend that you get a certification.

A sustainable tourism certificate will help to get more customers as travelers can see, that you are trustworthy and acting responsible. We will support you through the process and help you fulfilling all necessary tasks that the chosen sustainable tourism label requires.

Northflash works together with the GSTC recognised certification systems Green Destinations, Travelife and Green Globe. Northflash is a proud member of the GSTC.





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## Event-planning

Supporting you in planning  
your event sustainable

## Planning your event sustainable

An event has a major impact on the environment and people and must be planned with a solid economic understanding. Good strategic planning is essential in order to minimize or eliminate harmful influences. We have the tools for this. We show you what is important for a sustainable event and how you can make your event sustainable. We check your event management plan and optimize it towards more sustainable planning. We give tips and assistance and we train your employees.

We help you with the sustainable planning of all types of events, whether it is a conference, meeting, congress, sports event, music concert or large city festival.



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## **Event-certification**

Trustworthy proof for taking sustainability seriously

## Sustainable event certification

An important part of making an event sustainable is talking about it. It increases your reputation if you show that you care about the environment, climate, employees, guests, fringe groups, local suppliers and the local population.

A good marketing campaign that focuses on sustainability is especially important. But your sustainability ambitions will only become truly credible when an independent auditor certifies your event as sustainable.

We work as independent auditors for a Swedish certifier of sustainable events and help you to meet all the important requirements. With a certificate issued by independent auditors, you can credibly demonstrate that you take sustainability seriously. A real advantage for your marketing!

# Workshops

Whatever a customer wants, we will gladly provide it



## Education

Training before and during  
the complete process

## We offer different types of workshops

- short versions between one and three hours and up to eight hours
- more extended versions inklusive basic training
- several days up to one week, based on your wishes and needs.

In the workshops we inform about sustainability, sustainable tourism and the benefits for destinations, stakeholders and tour operators. We also talk about sustainable event-management and how to plan and conduct an event in a sustainable way.

Workshops and trainings could be performed in your office or online with the help of Skype. Normally we start with workshops at your office and give later additional help over the internet. If you wish we also could conduct webinars optimized for your destination, your company, your stakeholders and suppliers.





# Projects

Whatever a customer wants, we will gladly provide it



## **Project-management**

Flexible support in times of need or time/staff shortages

## Help with project-management

We offer professional and sustainable project-management. You don't have the time or qualified staff that can lead and manage your projects or your project managers are busy with other things? Let us do the job! We can help you to save time, money and problems.

Our experienced senior project managers will help you from the planning until the evaluation of the process. It's also possible to book us just for different stages, in case you need an extra hand or your project manager is suddenly unavailable.

While managing your projects we always have sustainability in mind. When it comes to manage a sustainable tourism project we can offer to do this following the very well structured PM4SD-methodology. Peter Reelfs, the founder of Northflash Sustainable Destination Services, holds a PM4SD-certificate.



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# About us



## Northflash

We not only preach sustainability, we live it

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## We walk the talk

Northflash is a small but professional consulting firm for sustainability. Our focus is on sustainable tourism and sustainable event management. We help destinations, hotels, tour operators, but also all other non-tourist companies to improve their sustainability work, respectively to take the first steps towards sustainable management.

Our office is located in Helsingborg, Sweden. We work with local, regional and international partners and clients all over the world. We do not just talk about sustainability, we live it. Learn more about our principles in our [Sustainability Policy](#).

Northflash has been in business since autumn 2000, and since 2015 we have been specialising in sustainability. We have extensive experience in project management, business development and marketing.



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# References

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## **Satisfied customers**

We will not rest until the customer is satisfied

## References - Tourism

- Malmö (Sweden), we helped Malmö Tourism to get into the Green Destinations Sustainable Top 100 list over the most sustainable destinations
- Åsnen (Sweden), we helped destination Åsnen to get into the Sustainable Topp 100 list and reach the Green Destinations Gold Standard
- EU Commission - Our founder Peter was invited as a member of the expert panel for the European Capital of Smart Tourism Award 2020
- Tourism in Skåne (Sweden) - Product development for the regional hiking trail Skåneleden
- Winner of the Open Tourism Days WTF-prize (Denmark) - Our creative idea about navigating tourists at rainy weather to possible places to visit won a special prize





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## References - Event

- Greentime (Sweden) - support the development of a certification scheme for sustainable events
- Green Destinations (Netherlands) - Our founder Peter is worldwide expert group leader for sustainable events
- Audits for several events for the Swedish certification system Sustainable Events, including the
  - international European Tour golf tournament Scandinavian Invitation (2019, Gothenburg)
  - the award ceremony The Golden Wheel, Swedens most important industry competition for communication companies (Stockholm, 2019)
  - the national meeting of the Swedish pharmacy chain Kronan (Stockholm, 2020)



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## **Satisfied customers**

We will not rest until the customer is satisfied

## References - Workshops

- Yrgo, Vocational College, Gothenburg (Sweden) - Peter regularly teaches sustainable management in the training courses Hospitality Management and TRAC Certified Travel Consultant
- TEC, Vocational College, Gothenburg (Sweden) - Peter teaches sustainable management at irregular intervals in the course Management in the hotel and hospitality industry
- Yrgo, Vocational College, Gothenburg (Sweden) - Peter regularly teaches sustainable management in the courses Event Marketing & Management and Theatre, event and stage technics
- Landskrona Vocational College, Landskrona (Sweden) - Peter regularly teaches Sustainable Management in the course Event Coordinator
- Green Destinations (Netherlands) - Peter is responsible for building a global education system for all courses offered by Green Destinations. He is also responsible for developing the criteria for conducting events within destinations in a sustainable way.





„Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.“

**Brundtland Report 1987**



**Northflash**

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