

Analysis of Sustainability at Maretarium Souvenir Shop in Kotka

Tanja Tohmo

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Author Tanja Tohmo	Group or year of entry YMA09
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Supervisor(s) Evariste Habiyakare & Jarmo Ritalahti	
<p>The goal of this thesis is to analyse the level of sustainability of one souvenir shop. The case company Maretarium is an aquarium located in Kotka, Southern Finland and beside Finnish fish; the aquarium offers customers also The Sea Shop, a souvenir shop filled with products of underwater life. Maretarium wants to follow trends and develop the shop in more a sustainable direction.</p> <p>Sustainable development is one of the main trends at this moment globally. This analysis presents the main aspects of sustainability and how sustainable development can be seen in souvenir business. One wide part of sustainability is Fair Trade and other green labels which encourage suppliers and retailers to pay attention to fair, ecologically and sustainably produced products. Use of recycled material is also one way to produce new products in a sustainable way. Additionally, consumer behaviour affects also retail trends and it has been researched that shopping souvenirs and buying other goods follow the same trends. Based on the analysis, the aim is to create a list of criteria to be fulfilled for sustainable souvenir shop.</p> <p>The analysis rests heavily on secondary data analysis. Secondary data is collected from the case company's suppliers. The souvenir shop and its level of sustainability are evaluated through its suppliers as it is one part of the aquarium's business operations. Based on the analysis, it can be concluded that The Sea Shop is quite sustainable even if there are still some areas of improvement needed to increase sustainability. The case company should choose carefully its suppliers and should encourage suppliers to embrace sustainable thinking.</p> <p>Therefore, based on the analysis, I propose ten main principles to implement sustainability in a souvenir shop which I will implement at my work as the employee of Maretarium.</p>	
Keywords Sustainability, corporate social responsibility, ethical behaviour, sustainable development	

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1 Introduction

The word of today is sustainability. Whatever you do or where ever you go, you will hear this word. Sustainability is everywhere and it is so strong that there are already counter opinions against it. Some people are acting in an unsustainable way intentionally as they are probably annoyed from listening to declaration of sustainability. But still sustainability is a word which comes out in different media every week. First it was only large multicultural companies using so called sustainable green marketing but smaller local entrepreneurs seem to follow the trend too. One problem is whether companies only give an impression of sustainable and green business or really implement sustainable principles in practice. Either way, general opinion is turning, however slow, to more sustainable thinking in a grass-root level, and the hardest work might be the change in people's attitudes.

1.1 Description of the case company

The reason to choose Maretarium for the case company was that the researcher is the employee of the company and has been working as Shop Manager for several years. There was also a clear need to develop the business operations in the whole company but also in the souvenir shop. This thesis gave a splendid opportunity to develop both company and employee. The next chapters present first the case company Maretarium and then The Sea Shop.

1.1.1 Description of Maretarium

The case company is Maretarium, which is an aquarium located in Kotka, a small town in Southern Finland by the sea. The main idea of the company is to show Finnish fish and crayfish species to the public. It opened in 2002 on first of May and has approximately 50 000 visitors per year. Maretarium is a result of co-operation between Kotka City, Helsinki University and the Finnish Game and Fisheries Research Institute. (Maretarium 2011.)

Kotka City, Helsinki University and the Finnish Game and Fisheries Research Institute had already had a long-term research project together, related to fish in the Kymijoki

River. The idea to build a resort with fish started when Kotka City was planning to develop an exhibition room near Kymijoki River, very popular sport fishing area. Some representatives of the city had seen a salmon centre in Sweden, and they wanted to build a similar resort in Kotka also. However, as the project progressed, it was realized that the same visitors visit the river year after year, and Kotka City wanted to tempt new visitors to the area, and increase tourism in the Kotka region. It was then that the idea of an exhibition room developed in to an aquarium, and since the beginning it was clear to have Finnish fish there. (Saukkonen, S. 26 Apr 2011.)

Kotka Maretarium Ltd administers the activities of Maretarium. Kotka Maretarium Ltd, which is an affiliate of Kotka City, is a partnership between Kotka City (97, 2 %) and the University of Helsinki (2, 8 %). The strategy and main idea behind Maretarium's actions is that Maretarium is a unique and interesting resort for the whole family. It is also open year round for the reason that it could be possible for most of the people to visit there. Maretarium wants to show how unique Finland's nature is under the water, and it wants to increase the appreciation to this unique nature. One big part of business strategies is to create efficient economic actions. Kotka City has its own interests in getting some profit from the aquarium, but basically the goal is to cover the costs, so that the income statement is not on the minus side. All kinds of costs are increasing every year and there is pressure to increase the admission fees. Balancing between these economic issues and sustaining the strategies is quite challenging. (Saukkonen, S. 26 Apr 2011.)

There are 22 theme aquariums at Maretarium, the most splendid one being the 500,000-litres cylindrical tank, which displays fish from the Baltic Sea region. Its water depth is seven meters, which is also the average depth of Finnish lakes. During the summertime there are also small tanks for water bugs, snakes and frogs, and for children a mascot "Hanna the Pike". In the wintertime there have been water animals from the Arctic Sea, red king crabs, sea stars and sea urchins. Daily visitors can watch feeding of the fish and DVD-shows on the likes of the grey seal, red king crab, the Baltic Sea or the eating habits of the fish. A diver feeds the fish of the biggest tank daily during the summer and in winter two or three times a week. During the slow season there are also different one-day-events, e.g. the Fish Egg Day, Fish Carnival, and the

fish Market which is arranged together with a fish association and The Night of the Fish. Events are mostly for families and there are usually special entrance fee offers during these days. (Maretarium 2011; Saukkonen, S. 26 Apr 2011.)

Maretarium has five to six employees year round, Managing Director, three Aquarist-Divers and two Customer Service Representatives; Receptionist and Shop Manager. Summertime is the high season and from May to August there are three or four summer workers. Maretarium also offers the possibility to accomplish trainee period for students in aquarium and also in customer service. The Maretarium Board consists of six representatives, four from city of Kotka, one from Helsinki University and one from the Finnish Game and Fisheries Research Institute. (Saukkonen, S. 26 Apr 2011.)

Haili Nature School is part of Kotka City and it also uses facilities at Maretarium. There is a special class room for the nature school, and when the class room is not in use, it is part of the aquarium tour. Visitors can watch small fish in small tanks or scales of fish through special equipment in the class room. Maretarium is also an info centre of two national parks, the Eastern Gulf of Finland and Valkmusa, which are owned by the National Forestry Board. National Forestry Board, and also the Finnish Game and Fisheries Research Institute, both have a few employees working in Maretarium's office facilities. The café is run by a private entrepreneur who pays rent for the facilities. It is open daily according Maretarium's opening hours. The café is an important service for the customers and also for other people who does not visit the aquarium. Year round there are different exhibitions in exhibition room which is also part of the tour. The exhibitions are mostly nature related, photos or paintings. Depending on the year there are five to seven different exhibitions. (Maretarium 2011; Saukkonen, S. 26 Apr 2011.)

1.1.2 Souvenir shop “The Sea Shop”

The main idea of Maretarium is to show the diversity of Finland's fish, but as it is a tourist resort there is also a small souvenir shop. The souvenir shop is called Meripuoti, The Sea Shop. The name was given as the aquarium gets its water from the sea and from the beginning it was emphasized that the aquarium was essentially a sea aquar-

ium. The Sea Shop is part of Maretarium's business operations, and the product range consists of merchandise such as soft toys, t-shirts, fish and nature related books and products of WWF (World Wide Foundation) and FANC (The Finnish Association for Nature Conservation). Range is not wide and the space for the shop is small (20 m²) so the main idea is to offer to customer an optimal product range of fish and nature related products. (Saukkonen, S. 26 Apr 2011.)

Maretarium's income is mainly earned from entrance fees, guided tours and rents. However, the souvenir shop plays an important role with the turnover which is approximately 10 % of the whole turnover. The yearly turnover of the shop has been around 70 000 € to 85 000 € and the profit between 35 000 € to 30 000 €. This calculation only includes the products purchased from the shop not any other costs. Fixed costs like electricity and heating, Shop Manager salary and marketing are included in budget of the whole company. (Saukkonen, S. 26 Apr 2011.)

The shop is located by the main door, between the café and the entrance of the aquarium. It is open during Maretarium's opening hours. When a customer enters Maretarium the information desk and ticket sale area are on the left side and the shop on the right side. It is possible to visit the shop without buying a ticket to the aquarium. The aquarium tour is designed so that the customer returns to the same entrance lobby. Most customers buy souvenirs after the visit but some customer do purchase before entering the aquarium side. The ticket sale and shop purchases are paid for the same cashier desk. The shop has two parts and between the parts is the corridor to the café. The original shelves in the shop were light grey made of wood with locked locker for storing of the products. During the years there have been some small changes in the size of the shop and locations of the shelves. In the summer of 2010 part of the shop got new shelves made of old wooden rowing boats. These boats are from the storage of the city where abandoned boats are removed from the shore. One boat was cut in half and a carpenter built shelves inside the boat, so two new shelves were created. The other side will get also new shelves. (Saukkonen, S. 26 Apr 2011.)

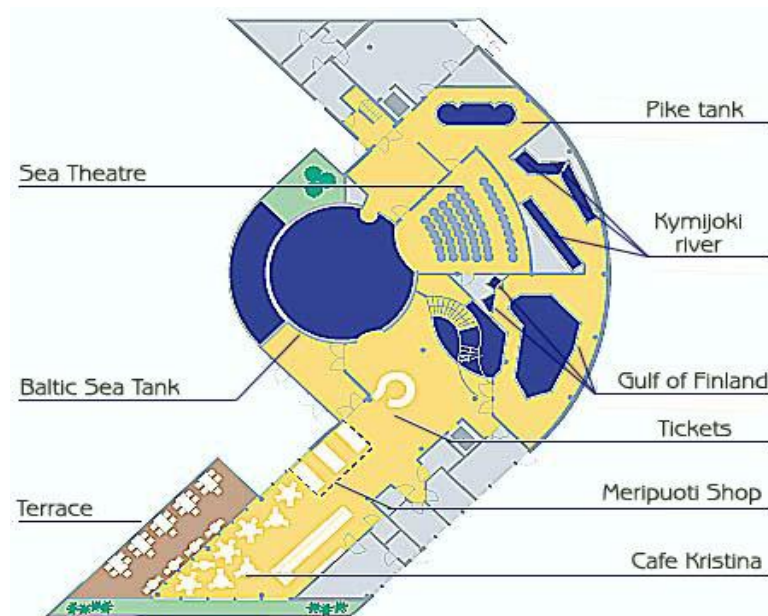


Figure 1. The ground plan of Maretrium. (www.maretrium.fi)

The product range is divided into different product groups which are toys, books, paper products, decorative products, textiles, sweets and products of different nature related associations; WWF, FANC and Keep the Archipelago Tidy. Books are mainly about fish, Finland's nature, diving and fish recipes. Paper products include postcards and posters. Toys are mostly soft toys, fish and other water animals but also games, puzzles, plastic water animal and wooden boats. Textiles are mostly from nature associations, t-shirts and caps, socks and towels. Examples of decorative products are ornaments made of glass, ear rings or necklaces. Sweets are chocolate and liquorice. Maretrium has its own products with logo, altogether 19 products, for example soft toy Hanna the Pike, which is the mascot of Maretrium, key rings, magnets, playing cards and a mug. A few products have the logo of Kotka City. Altogether there are 295 different products. Some of the products are planned and ordered together with local co-operative partners, the city of Kotka City, the tourist office and the Maritime Centre Vellamo. (Saukkonen, S. 26 Apr 2011.)

The product range has changed a little bit over the years. In the beginning different ornaments and textiles were the biggest product groups, but nowadays more practical and useful products are added to the product range. The best sellers are soft toys, sweets and postcards. Products are ordered from several supplier and manufacturers. Handcrafts are mostly made by Finnish craftsmen and other products are from Finnish

suppliers, but there are also a few suppliers from Northern countries are used. The co-operation with the nature associations started first with seminars and other occasions, and later the idea to sell their products came up. Probably The Sea Shop is the only place in Finland where products of WWF, FANC and Keep the Archipelago Tidy are sold in the same shop. Maretarium is also a support member of FANC. (Saukkonen, S. 26 Apr 2011.)

Most of the shop's customers are visitors of the aquarium but some customers visit only the shop. In the spring of 2010 a survey was conducted for the clients of the shop by Heidi Tohmo, a bachelor student at Kymenlaakso University of Applied Sciences. The survey researched not only the appearance of the shop but also customers' attitude on buying souvenirs in general and especially ecological products. The survey showed that the name of the shop Meripuoti – The Sea Shop – gives an impression of a marine atmosphere and it should be shown in the shop by carefully planning the product range and also by paying attention to the decoration of the space. Visitors who were interviewed were ready to pay 10-20 € for a souvenir and the main reason to buy a souvenir was the design and the quality of the product. Other options were the price, practical qualities and ecological reasons, like origin of the country. Interestingly, people mentioned that they would be ready to pay more of ecological product but it is not the reason to make a purchase decision. (Tohmo 2010, 22-30.)

The conclusion could be that people consider ecological products or green values important but if there is a product they want to buy it does not matter whether the product is green or not. The amount of people surveyed was 43 so the survey does not necessarily show any general information but it gives some guidelines from a variety of Maretarium's visitors who buy souvenirs. The survey was also conducted during winter holidays and not during the high season which might affect the variety of the respondents. From this survey the idea of shelves made from old wooden boats was derived. (Tohmo 2010, 33-37.)

1.2 Project aims and objectives

The aim of the thesis is to find out the level of sustainability of one souvenir shop. Based on sustainability criteria, the project aims at establishing whether the souvenir shop is or is not sustainable. In the case, that there are improvements to be made, the ultimate goal is to offer suggestions on how that souvenir shop could become as sustainable as possible. The point of departure was that the souvenir shop was considered to be sustainable. Yet since no previous assessment had been conducted, it was time to conduct an analysis of where the souvenir shop currently stood and then propose concrete steps in improving the level of sustainability. For instance it is crucial to provide more information to customers about the origin of the products and to encourage customers to pay attention to sustainable consuming. Thus, with this project, the guiding task was to find out whether the souvenir shop The Sea Shop is sustainable or not. This thesis is structured in the following manner:

First, the analysis starts with a brief theoretical discussion on sustainability, corporate social responsibility and sustainable development is also presented. Through this discussion, a number of key theoretical criteria and guidelines are presented. The second part consists of discussing the role of fair trade and other organisations in supporting sustainable development. The third section consists of consumer behaviour (tourists) and sustainability. This section is crucial as tourists are becoming more and more aware of the idea of sustainability.

Based on the theoretical discussion a list of criteria for a sustainable souvenir shop is developed. Based on the key theoretical ideas about sustainability, the analytical part consists of testing how the suppliers and the case company fulfil the sustainability requirement. Based on the analysis there are gaps in sustainability, and the project ends with recommendations and guidelines to close these gaps. Although this analysis concentrates on one case, the same analytical process might be replicated by others as well to track the level of sustainability in other companies as well. The next chapter presents key theoretical tenets about sustainability, corporate social responsibility and sustainable development.

2 Sustainable development and corporate social responsibility

Different organizations promote sustainable development basically the same way, but at the same time they concentrate on different aspects of sustainability. Sustainability is already a mega trend, a phenomenon which is emerging in all around the world. Many international companies use the colour green in marketing to show their awareness of sustainability. Another point is whether they really are sustainable or just trying to give that impression. The real challenge is to change the general attitude and to involve every single human being in the change. One way is to increase the awareness of sustainability by offering information and acting as an example. In a small souvenir shop this is possible by offering sustainable produced products and letting customers know the origin of the products.

Sustainable development is part of everyday life nowadays, but there is still lot to do to achieve the goals which international organizations and governments have set. For example Fair Trade is already well known and an appreciated association but it is concentrated more on conditions for third world producers. Although other organizations also put a lot weight on the producer side, consumers are not forgotten. Consumers buy what they are offered but they have a lot of power to affect the retailers product range by changing their purchasing behaviour. The long process from producer through retailers to consumer is complicated and many actors are involved.

2.1 Sustainable development

Business all around the world has many impacts on environment, economics and society. Production and transportation cause environmental pollution, with issues like mass tourism causing erosion of culture and environment. Sustainability rises from these problems and requires radical rethinking to do business. (Crane & Matten 2004, 20-22.)

Sustainable development has been in focus worldwide in international organizations for decades. Different actors noticed in the 1980s that humankind can not live anymore without taking the natural resources into account. Internal increase and selfish consuming might lead to the vanishing of life on earth in this form and that is the rea-

son why humans should think of the new lifestyle. There are several concepts which all define sustainability a little bit differently or concentrate on different aspects of the concept. The most widely used definition is developed by The World Commission on Environment and Development of United Nations (UN) which defined sustainable development in so called the Brundtland Report in 1987 like this:

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

- the concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given; and
- the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs. (UN 1987.)

In other words, sustainable development means that all actions should take into account the needs of the present without compromising the ability of the future generations to meet their own needs. Sustainability has four dimensions, ecological, economical, cultural and social dimension. The basic idea is that social, economical and cultural efforts create conditions for ecological development. (Haapala & Aavameri 2008, 15.) In addition sustainable development encompasses two aspects: development and environmental conservation which a few decades ago were two different concepts. The awareness of sustainability has increased since the 1960's when development meant economic growth. Slowly development and environment have been getting closer and in the 1980's environmental conservation was mentioned as part of the development. (Elliot 1994, 13.)

Culture is an important part of sustainability, but traditionally sustainability can be divided in to three components: economic, environmental and social perspectives. Sustainability rises from environmental issues and the basic principle is the concern of the effective management of physical resources to conserve the future. This refers to the impacts of industrialisation on biodiversity, pollution and use of non-renewable sources such as oil, steel and coal. The economic perspective of sustainability emerges from economic growth. It focuses on the economic performance of corporations

which is the responsibility of management to develop, produce and market products to secure business running. Economic perspective also includes the company's attitude towards economic framework. Unsustainable actions could be such things as paying bribes or avoiding taxes. Social perspective of sustainability concerns the impacts of business activities on indigenous communities in less developed countries. According to the UN report from 2001 the difference between rich and poor countries is getting wider and therefore a need to support more just and equitable world social perspective is a central concern of sustainability. (Crane & Matten, 2004, 24-26.)

The United Nations have a Division of Sustainable Development in the Department of Economic and Social Affairs. The division has listed key sustainable development issues and supports a ten-year framework of programmes on sustainable consumption and production. The goals of this framework is to assist countries in their efforts to be more green, to help corporations develop greener business models and also to encourage consumers to live more sustainable. To reach these goals, the division makes analyses of trends that promote sustainable patterns of production and consumption in all areas. The other way is to organize international meetings to share best practices and the third is to support building tools for sustainable consumption and production. (UN 2002.)

2.2 Corporate Social Responsibility and ethics

Corporations have their own responsibilities to pay attention to sustainability. Although companies are thought to be machines without morals or ethics, the users of these machines know how to act to achieve sustainable goals (Haapala & Aavaranta 2008, 137). Corporate social responsibility (CSR) is a concept which is developed for this reason. The history of CSR starts from the 1950's when Howard R. Bowen wrote a book "Social responsibilities of the businessman" in 1953. In the beginning the main point was on defining CSR but later the development of CSR's concept led to new concepts and differentiation within the field. (Carroll 1999.) CSR started to gain more and more popularity in the 1990's and it has been a trend around the world during the whole 2000-century. Companies are also expected to expand their interest and other things than only economical profit. Many large already companies publish corporate

responsibility reports voluntarily and there is also a standard for reports developed by the EU. As well as sustainability, CSR consists of different level. CSR has three responsibility levels which are the same as in sustainability theories; economic, social and environmental responsibilities. (Ketola 2005, 10-13.) An organisation has economical responsibility for owners as well as for employees, customers, and other stakeholders. Corporate social responsibility extends the responsibility further, to the whole society and especially for environmental issues. (Haapala & Aavameri 2008, 18.)

Kotler and Lee (2005, 3) define CSR as “a commitment to improve community well-being through discretionary business practises and contributions of corporate resources”. The emphasis is on the word discretionary, in other words voluntary commitment to adapt new business practices which are socially responsible. The term community well-being consists of human conditions and environmental issues. Kotler and Lee (2005, 22-24) also present corporate social initiatives which are major activities in business to support social causes and to carry out social commitment. These initiatives are cause promotions, cause-related marketing, corporate social marketing, community volunteering and socially responsible business practises.

Social corporate responsibility is not charity but voluntary, real actions to create a more responsible company. Responsible business is not necessarily accepted by law or by economic reasons, and charity does not make any organisation responsible. Actually charity can sometimes hide unethical business. Responsible organisation takes into the account the impacts of the business to the society and stakeholders. (Haapala & Aavameri 2008, 17.) Social corporate responsibility is a term which requires corporations to make more efforts to act in a responsible way. As Haapala and Aavameri wrote (2008, 18) companies are responsible for their stakeholders but they are expected to be responsible also for society. Terminology is slightly changing as research has been starting to discuss corporate responsibility without the connection of the social perspective. (Fisher & Lovell 2006, 295-297.)

Responsible is in other words also sustainable. If your actions are responsible, you act ethically and take other people's attitudes into account, you are also sustainable. Sometimes it is difficult to separate these concepts, but they can be defined with the same

words. There are not any responsible actions without sustainable thinking. Haapala and Aavameri (2008, 70-71) wrote that one basic indicator of responsible actions in organisations is transparency. It is quite simple but in real life sometimes hard to implement. There are different certificates to control, for example transport products or humans to keep transportation as transparent as possible, but it is not always simple to supervise that the companies are really following the certificates. What is more important is the attitude to live in truth and to share real information. Transparency is also part of the good reputation. Nowadays, if it is revealed that one company has taken some harmful actions, the information spreads quickly on places like internet. According to Friend (2009, 68-70) transparency is part of green marketing which is telling the truth and conveying quality. By keeping the message green consumers quickly identify companies which are pretending sustainable actions and which really act in sustainable ways. Green marketing also enhances the quality of the product but it should not be the only attribute of the product. Gil Friend sites Mark Twain: "if you tell the truth you don't have to remember anything". In other words you might forget lies you have been telling to others and get caught.

Sustainable business at first meant only environmental issues, and later economic and social aspects were taken within. The definition from the Brundtland reports mentioned earlier sees the human race as guardians of the planet and emphasises awareness of the future condition of the world we are leaving for our children and their children (Fisher & Lovell 2006, 338-339). Based on this environmental thinking, we could also talk about green business which emphasises the environmental impact of business. This concept is as wide as responsible business and has many dimensions. Basically though, business is green when it reduces negative environmental impacts, complies with environmental regulations and publishes corporate social responsibility report. In green business environmental issues can also be shown as green management and use of standards or certificates. In addition, Gil Friend (2009, 2-3) sees that green business is the one issue which makes sense in both short and long term, and for owners, employees and the living system. He continues that green businesses operate cleanly and prospers by embedding the laws of nature at the heart of the enterprise.

There are many organisations concentrated on sustainability. The World Wide Foundation (WWF) promotes a sustainable way of living to preserve nature. The foundation was established in 1961 and it concentrates on conservation projects. The main goal is to stop the degradation of the planet's natural environment and the foundation also wants to build such a future in which humans live in harmony with nature. To reach this goal the WWF conserves the world's biological diversity, ensures that the use of renewable natural resources is sustainable and promotes the reduction of pollution and wasteful consumption. WWF also encourages people to live green at home, at school, at work and on holidays by reusing, recycling and reducing. An ecological footprint and amount of greenhouse gases are mentioned often in sustainable discussion and WWF has prepared certain tools to measure them. Ecological footprint tells how much one person consumes the resources of the nature, and it is important to know as at this moment humans consume more resources than earth produces. (WWF 2011a.)

WWF writes about the power of consumers, in other words how huge impact everyday consuming has on environment. If you choose environmentally friendly alternatives, the companies will listen and change their practices, WWF claims, and writes more : “Consumer demand can be a powerful force encouraging companies to switch to more sustainable production practices and sell more environmentally-friendly products.” The first step is to consider what you really need. Is it necessary to buy a particular item, or could you survive without it? One way is also to buy long-lasting items instead of cheaper, less sturdy versions several times over again or to buy second-hand products. Repairing items is also preferred instead of replacing them, and reusing whatever you can. WWF has other tips for schools and offices but not particularly for retailers. (WWF 2011b.)

To understand sustainable development better, social corporate responsibility and the base of sustainable thinking we need to take a look at the ethical theories. The idea behind ethics is doing good and right which also concerns sustainable actions. Ethical issues can be analysed through theories which are mental conceptions about how one should think about ethical matters. Theories do not provide any clear answers while they are general ideas. It is not always clear how theories should be applied to practise, and this is the reason why ethical issues have been discussed many centuries. There is

research which shows an association between ethical business practices and good financial returns which are great and inspiring stories. However it is not clear whether it is the ethical actions that increase profit. as it could also be the other way round. Legal actions might be in some cases unethical. (Fisher & Lovell 2006, 3-8.)

The range and variety of ethical issues in business is wide. These issues can be divided in four parts: good, benign, indifference and bad. The first two of these are virtues of organisational behaviour, and the last two vice. Good means positive actions or to prevent doing harm, and doing good is social development or social responsibility. Benign is reciprocity and fairness, and it can be explained by avoiding doing harm and supporting doing good but not to take positive actions on doing good. Indifference is described as ignoring doing harm by or to others and disregarding the rights of others. It comes out by lying and dishonesty but also cheating and selfishness. Bad is taking actions to do harm and not to take actions to prevent harm being done. Bullying and social irresponsibility are examples of doing bad and also doing social environmental damage. (Fisher & Lovell 2006, 40-41.) Ethics in business can be described as the study of business situations and activities where issues of right and wrong are addressed. There are overlaps between laws and ethics but laws usually set the minimum level of acceptable standards of behaviour while ethics go beyond that level. (Crane & Matten 2004, 8-9.)

Values need to be taken into account when we are talking about ethics. Ethics are philosophical reasoning about right and wrong and they can be learned from books and debates. What is important, is that they have to be studied. Meanwhile, values are the common sense, and beliefs in what is right and wrong, our ethical anchors. They are adapted through social interactions, and what differs from ethics, is that they are learned. Of course there are overlaps between ethics and values. Values can be defined as “a small number of core ideas or cognitions present in every society about desirable end-states”. Values also differ from beliefs and attitudes. Attitudes relate to specific circumstances and beliefs are an acceptance to “what is true or not”. It is useful to notice that values are different in different organisations, groups, cultures and countries. (Fisher & Lovell 2006, 152-154.) This is important to notice as globalisation raises these differences and sometimes in negative ways. Globalisation itself is social, eco-

conomic and political activities which erode the relevance of territorial bases. This shows in business actions of multinational corporations and in such places as global communication on internet. (Crane & Matten 2004, 14-15.)

Ethics and values help to build up a whole picture of the complex concept of sustainability. Ethics can be shown in business but sometimes it is hard to apply ethical thinking in profit seeking corporations. The Vice President of Centre of Ethical Business Cultures (CEBC) David Rodbourne has listed seven principles of ethical business practices:

- Ethics should be the most important issue in management, not just papers of declaration in the notice board or in intranet.
- Ethical discussion and evaluation is continuous.
- All structures and policies, and indicators of the organisation are formulated to support ethical actions.
- Ethical management cannot rely only on coaching or training project but should be part of everyday life and discussion.
- Realisation of ethical policies should be followed.
- Regular education and training is important.
- Leadership is in the central position of the motor of ethical actions in the organisation. Example speaks! (Haapala & Aavameri 2008, 142.)

When we look at the ethics and sustainability together on an individual level and not only on corporate level like CSR, we can talk about moral agency. Moral agency is the ability to separate right and wrong actions, to work for the good as individuals and also to exercise moral judgement without fear for the employment. Probably every single human being knows how to act ethically and environmentally responsibly but the challenge is how to involve and encourage people really act that way at work. Although corporations can be seen as responsible actors in sustainable development, inside the organisation, responsible and sustainable actions start from the individuals. (Fisher, C. & Lovell, A. 2006, 18, 501-502,)

2.3 Fair Trade and other labels

Ethical products, such as environmentally friendly, biologically produced or socially responsible produced products, base their marketing on sustainable values. One organization has concentrated on these ethical issues. Fair Trade is a trading organization which has an alternative approach to trading and which aims for sustainable development for producers in the Third World (De Pelsmacker, Janssens, Mielants & Sterckx 2007, 109). This Fair Trade Labelling Organization has prepared standards to promote international fair trade. The organization claims on their websites that “Fair trade standards are designed to tackle poverty and empower producers in the poorest countries in the world. The standards apply to both producers and traders”. (Fairtrade 2010a.)

The standards mainly try to help people in poor countries to earn livings as fairly as possible. The key objectives of the standards are to ensure that producers receive prices that cover their average costs of sustainable production and provide an additional Fair Trade Premium which can be invested in projects that enhance social, economic and environmental development. The standards also enable pre-financing to producers who require, it and facilitate long-term trading partnerships as well as enable greater producer control over the trading process. The goal is to set clear minimum and progressive criteria to ensure that the conditions of production and trade of all Fair Trade certified products are socially and economically fair, and environmentally responsible. Companies which follow these standards get a special fair trade label. (Fairtrade 2010a.)

In fair trade standards social, economical and environmental development are mentioned, which are part of sustainable development and principles for fair trade producers and workers. According to the Fair Trade Labelling Organization social development means that the producers have access to markets and all members are able to access decision-making processes. Organization also needs to be transparent in all actions. Economic development guarantees a fair trade minimum salary for producers and workers not just to survive but also to invest in improving the quality of living. Envi-

ronmental development means sustainable use of land and recycling. Organic certification is not needed but however promoted. (Fairtrade 2010a.)

Different products have their own standards which differentiate for producers and for hired labour. Products are vegetables, fruits, cotton, gold, honey, nuts, soybeans, rice, wine drapes, tea, herbs, spices and timber. Some products can carry the fair trade label even though all of the ingredients are not fair trade. A clear example of this is chocolate which is made from cocoa which has its own fair trade standards. (Fairtrade 2010b.) Clearly not all souvenirs can be 100 % fair trade products but items such as t-shirts can be produced using fair trade cotton. In 2005, Fair Trade estimated that in the UK there are 250 different Fair Trade products from 370 certified producers, and the amount of fair trade product seems to be growing. Nevertheless, 60 % of all fair trade products are food products, and half of this is coffee. (De Pelsmacker, Janssens, Mielants & Sterckx 2007, 110.)

There are hundreds of several other eco labels according to www.ecolabels.org. On these internet sites there are 377 different labels listed in 211 countries and in 21 industries. Many countries inside Europe have their own labels, but there are also common European and Scandinavian labels, for example EU Ecolabel and Nordic Ecolabel “Swan”. (Ecolabels 2011.) The purpose of the EU Ecolabel is to encourage businesses voluntarily to market products and services which are environmentally friendly, and for consumers to easily identify them. The EU Ecolabel follows standard ISO 17011 Accreditation, ISO Guide 65 Product Certification which is verified by an independent organisation. Cleaning products, textiles, retail goods and tourism can use this label. (European Commission Environment 2011.)

The Nordic Ecolabel was established in 1989 by the Nordic Council of Ministers. The purpose of the label is to promote sustainable consumption and to demonstrate that an ecolabelled product is a good environmental choice. Nordic Ecolabel is known also as “Swan” and it is available for 63 product groups in Denmark, Norway, Sweden, Iceland and Finland. The products with the Swan label should fulfil certain standards using methods such as samples from independent laboratories, certificates and control visits. Each Nordic country has local offices which are responsible for criteria devel-

opment, control visits, licensing and marketing. The label guarantees among other things that climate requirements are taken into account, and that CO₂ emissions are limited - where it is most relevant. The standards are ISO 17011 Accreditation, ISO 17021 Management system certification and ISO 17025 Testing and Calibration Laboratories. (Nordic Ecolabel 2011.)

There are certain steps corporations need to follow to gain the right to use these labels. One product can have two or even more labels if the product itself has one label and the packaging another. The amount of labels could be confusing for consumers and it can be possible that it is not always clear which issues one label promotes.

2.4 Recycling

Recycling is quite important when we are talking about sustainability. Sustainability is basically in this case paying attention to consuming as well as on producing products in a responsible way. One way to act responsibly is to use existing materials instead of new ones. Producing new products and consuming them affects our environment in many ways. These actions do such things as reduce natural resources, release pollutions by using energy or even change basic biological functions. One key issue is what happens after the product or material is abandoned. Is it possible to recycle the material or use it as replacer for a new raw material to reduce pollution? There is research which is developing life cycle models for the process industry, such as the paper, steel and mine industries. The main idea is to create a model which takes into account the whole life cycle of the material from the beginning until reusing it, so that the model would be natural part of leadership and legislation. A life cycle model would reduce waste and it also would be very useful for different industries when they are developing new ways to act responsibly. (Antikainen & Husgafvel 2011, 22-24.)

Although industry produces the most amount of waste, households are also expected to sort out the waste. The waste sorting system in Finland is quite well organised, but still huge amounts of waste which could be recycled ends up to the dumping areas. The household waste which is recycled plays an important role as raw material for paper, metal and glass industries. Biological waste is also collected in many areas and com-

posted. In the future it is important to reduce waste even more and authorities should encourage and advise citizens to recycle almost all the waste that people want to get rid of. The waste companies also have an important role in the future when new recycling systems are developed. One option is that dumping areas could become raw material storages facilities. Still, in everyday life the best way not to produce waste is not to consume too much. (Myllymaa 2011, 368-374.)

Recycling is always a better option than throwing useless products away. At the dumping area all waste increases methane gases, which then has an effect on the ozone layer and effectively on climate change. This causes even more emissions than producing items. There are many advices on how to recycle and lists how useful recycling is, but these advices concentrate mostly on the households and on the items which can be used for industry needs. Glass, aluminium and paper are the most recycled materials, and those are used mainly to make similar items such as bottles, cans and newspapers. (Antila 2008, 77-85.)

Waste is often seen as material for industry but households have also realized the value of old commodities. A book named *Recycle* gives many of ideas on how to create useful items of old and useless products which can be seen even as waste. The authors emphasize that reusing, reducing and recycling are surely newsworthy but also an old habit we have forgotten. In the past all materials were routinely recycled, household items were repaired, not replaced and old timbers were material for new buildings. But as the society changed and became more affluent, old materials was considered just as waste and were replaced with new items. (Hankinson & Hankinson 2006, 7- 8.) Ideas in the book are based on new thinking which encourages seeing things differently. An old axe handle is not just a handle but it can be also a leg of a stool, or a coffee cup can be a decoration of a modern chandelier. (Hankinson & Hankinson 2006, 30, 98.)

Recycling can be more than recycling the same material over and over again. Recycling can also be creating something new. There are many companies which use recycled material to create something new. One company called *Globe Hope* uses all kinds of leftover materials to create unique design clothes and accessories. *Globe Hope* relies on sustainable development by offering people an ecological and sustainable choice.

The company also wants to encourage consumers to have more sustainable and nature-friendly thinking by turning old seat belts are turned into bags and keys of mobile phones into bracelets. (Globe Hope 2011.)

Recycling is one way to accomplish principles of sustainability. It has already been made quite easy for different instances, but there is still a lot of waste of useful materials and product which could be reused. Different industries, households, private companies and handicraft companies can recycle in many levels. Recycling can support the company's main actions but also recycled material can be the main material for some companies. Waste can be used as material instead of new materials and there are also companies which create new products from old items. Recycling is usually based on voluntary actions and it is difficult to monitor how households and others follow the guidelines. Still it is possible that one's trash can be one's treasure.

2.5 Consumer behaviour and souvenir shops

There are many books, articles and surveys about consumer behaviour, how and why people consume. In general those guidelines and theories can also be adapted for the tourism industry and souvenir shopping, but souvenirs purchasing has its own small details, such as a reason why a souvenir is bought. Peter and Olson (2008, 5) explain that consumer behaviour is dynamic and an interactive phenomenon which involves the thoughts and feelings of the peoples experience, and the actions they perform in the consumption processes. Consumer behaviour also consists of all the issues in the environment that influences these thoughts, feelings and actions. Knowing how consumers behave, marketing strategies are easier to develop. There are also tools to analyse customers' behaviour. (Peter & Olson 2008, 27.) Those tools could be used in tourism and souvenir shopping.

Consumption is normal human behaviour based on need and everyday survival. Since the form of consumption has changed over the decades and the welfare of western countries has increased shopping and consumption have become one form of tourism. (Timothy 2005, 7-9.) Shopping can be seen as a leisure and recreational activity. Combined with travelling which is also a recreational and leisure activity, it is logical to

claim that shopping and tourism have common linkages. Shopping as a leisure and tourism activity has different elements which affect tourists' consumer behaviour. Elements are for example demographic characteristics, cultural background, destination, customer service and personal needs. (Timothy 2005, 12-13.)

In tourism souvenirs play a huge role for the whole business and near the tourism destinations souvenir retail business is economically important (Swanson 2004). Swanson writes in her article that it is human nature to buy a tangible memory from travels. This is a way to capture memories of a trip and souvenirs are also proof of travels. All ready medieval travellers, like Marco Polo, returned home with oriental silk and spices. Physical evidence of the travel also shows friends and family where you have travelled and makes memories of the travel tangible. (Swanson 2004.)

Tourists and retailers can have different perception of the souvenirs. This makes it hard to predict which souvenirs would be the best sellers. Tourists and retailers prefer different attributes of the souvenirs. For example, tourists appreciate more unique souvenirs than retailers while uniqueness of souvenirs might fulfil tourists' desire for authenticity which is one of the factors of decision making in souvenir orientated purchasing. (Swanson 2004.) The same survey shows that retailers rate higher the meaning of location and promotions than tourists. Tourists who want to purchase souvenirs place a high value on the product itself and the product attributes, but retailers concentrate more on the retail environment. Knowing this it might be possible that retailers want to show that they are doing sustainable business but it does not necessarily mean anything for the customers. Or at least the meaning might be rated lower or does not affect decision making.

Travellers can also decide the purchase of the product according to the place they are visiting. In Finnish nature centres, product ranges consist of more or less handicrafts from natural materials (Isopahkala 2010, 48). According to survey made in Northern Finland the main reason to buy souvenirs in nature centres is that they are natural products. However in amusement parks, a souvenir is a good product if it is suitable precisely for souvenir. Also experience and self taken photos were considered as souvenirs. (Iso-Pahkala 2010, 37.)

Tourists can purchase souvenirs from several different venues. Souvenir shops are the most common places as they are located near the destinations. Supermarkets, grocery stores and malls also attract tourists. Destinations like museums often have their own small shops. Airports are also typical places for tourists to purchase souvenirs. (Timothy 2005, 145-146.)

There are surveys on consumer attitudes on fair trade products. Again, consumers might be considered also as tourists. In a survey made in Belgium the results showed that consumers appreciate the Fair Trade label and consider it reliable, but also expensive. Fair trade products should be easy to find in nearby supermarkets and consumers also want to have more background information on these products. (Zaccaï 2007, 124-125.)

Nowadays in consumer behaviour and consumption we need to pay attention to the term sustainable consumption. International organizations promote sustainability for producers and for consumers. Requirements for reorientation of production and also consuming patterns to strengthen the sustainable development were mentioned in the 1992 in United Nations Conference. (Zaccaï 2007, 1.) Norwegian Ministry of Environment (1994) defined sustainable consumption in this way:

The use of goods and services that respond to basic needs and bring a better quality of life, while minimising the use of natural resources, toxic materials and emissions of waste and pollutants over the life-cycle, so as not to jeopardise the needs of future generations. (OECD 2002.)

Sustainable consumption is the consumers' point of view for consuming. Consumers who want to act sustainably prefer sustainable, responsible and ethical companies and organisations which produce organic products. They also act themselves sustainably: they re-use, recycle and purchase only necessary items. Avoiding unethical companies and even countries which allow unethical business actions is also considered to be sustainable consumption. Sustainable consumers appreciate quality instead of cheap products and they are ready to pay more for sustainable ones. Usually, they search informa-

tion themselves and do not always trust authorities. In consumption sustainable can mean either ethical or ecological aspects, in other words, environmental and social impacts of business. Pollution and animal testing are examples of environmental impacts and use of the child labour and minimum salary social impacts. According to Haapala and Aavameri (2008) 75 % of Finnish consumers are ready to pay more for ethical and sustainable produced item. Also, every fifth Finn claims to avoid purchasing certain products because of ethical reasons. (Haapala & Aavameri 2008, 108, 112-114.)

As consumer behaviour is changing we could talk about the new consumer as Lewis and Bridger (2000, 14-21) do. They explain that the new consumer differs in five ways from the old consumers. The new consumers seek for authenticity and they are individualistic. These consumers are also more involved and adapt independent and informed approaches to consumption. The key word is authenticity as the other attributes promote it. New consumers try to confirm authenticity by desiring individuality, uniqueness and personality in consuming. Involving means to be involved with the process of production or consumption to ensure that what they buy matches their needs. That should again ensure authenticity. As an independent consumer the new consumer does not listen to what he or she should buy but makes up his or her own mind. Consumers are surrounded by information and it is also expected that companies give any information which is needed. Haapala and Aavameri (2008, 108-112) write about Consumer 2.0 which is a responsible consumer who prefers sustainable consuming and uses new technology and new policies to promote that. Consumer 2.0 is a wider phenomenon than responsible consumer and is strongly related to technological development which enables communality through different networks. Communality can be seen in social media and the consumers' new role in developing products and services.

According to Merisalo's (2010, 32-54) book, there might be four main values which the consumer follows in the future. Merisalo interviewed people aged 15-25 years old and tried to find out what kind of consumers they would be 2025, when they are under as a consumers under 40 years old. According to the survey, future consumers appreciate responsible, ecological, clean and "real" products. Responsibility is the key word and it means ecologically and ethically produced items. Future consumers want to eat

clean and pure food, and also take care of psychological and psychical welfare. They do not like to consume too much as they have learnt already as children, that consuming might also mean destroying the environment, not only spending money. In fifteen years, it will not be desirable to collect as many items around but, quite the opposite. These future consumers have been used to having all that they need, while actually they need to get rid of all the extra things and recycle them. Communality will increase according to Merisalo, with the help of the internet and social media. As globalisation and multiculturalism will also increase, people will appreciate their own roots more. This will have a more important role in consumer behaviour as well. In other words history and traditions, traditional food and handicrafts will gain a bigger share of sale.

2.6 Summary

Sustainability is a very wide subject, and concepts and theories presented here are just a scratch on the surface. From these theories it is possible to create criteria for a sustainable souvenir shop, not very detailed but on a general level. There are different ways to show that one company is acting sustainable, and a criteria presented here could be one way. Based on the discussion in previous parts, the criteria for a sustainable souvenir shop could be divided into seven main categories: general sustainability, responsibility, ethical business, transparency, voluntary actions, use of green labels and recycled materials and finally sustainable consumption. Next each key category is discussed.

General sustainability means that the company realizes the main idea of the sustainability and supports it in all its actions. The main idea behind sustainability is to take natural resources into account. This can be shown in all internal and external actions; in general management, marketing, human resource management and at corporate and customer levels. General sustainability includes ecological, economic, cultural and social dimensions of sustainability. This means effective management to support sustainable business action in developing, producing and marketing products. General sustainability shows best in small details, for example in recycling. It also includes all the other parts of the criteria presented here.

Responsibility in this case means responsibility of the company to run a business on a corporate level and with all stakeholders; customers, owners, suppliers and employees. A responsible company takes responsibility of all its actions, follows the law and rules and expects that the corporate companies act on the same way. Corporate social responsibility (CSR) is one form of responsible business. This definition requires companies to look further than just economical profit and to expand their interest to the whole environment and society. It is more than just a general idea of sustainable business. This can be seen for example in reports of CSR or in the use of local suppliers.

When general sustainability and responsibility are main values of the company, it is easy to implement **ethical business**. Every company has their own ethical values which depend on values of the management and also of the employees. The company acts in an ethical way when actions are sustainable and responsible, but it also takes into account the social aspects of the business, such as the influence of the company to the surrounding area and people who are living there. The company is ethical when it acts in the right way according to the law and local habits.

Transparency means open communication in all levels to all stakeholders, internal and external. This can be internal reports of the company to the employees, or the content and the origin countries of the products to the customers. Transparency also means that the company does not have anything to hide as it follows the law and the rules. Open communication is a part of green business and there are certificates to control the transportation or the quality of the products. Keeping information transparent also encourages the company to act in a sustainable way.

Voluntary actions are part of CSR but are important to present as an own part of the criteria. Voluntary actions can be supporting non-profit organisations, local actors or nature related organisations. This is more than the law or the rules require from the company, but a sustainable and responsible company takes care also of others, not just their own company. Many actions that support sustainable business are voluntary and many sustainable actions are reasonable as they save costs but may need some economical efforts. It is voluntary to order a magazine of a nature organisation or to give

free tickets to different associations or to choose the most sustainable products to the product range.

The use of green labels, recycled and organic materials is important and quite easy nowadays. Green labels cannot only be used in office equipment but of course in the products too. The more green products the product range consists of, the more sustainable the company is. The company which uses only green products can be called an eco shop, but in souvenir business this is not always possible. This needs careful planning and clearly shows to the customers that the company supports ecological options. Beside the green labels, local products are also sustainable.

Selling products which are made of **recycled materials** is one way to increase sustainability and also recycling in general. There are many companies using recycled materials in different phases of production or in products themselves. As it is still impossible to use only recycled materials in the souvenir shop one way to pay attention on recycling is to recycle as much waste as possible and reuse all that is possible, for example cardboard, newspapers and metal are easy to recycle.

As the company acts with others to do business, and the customers are usually in a main role to run business it is advisable to bring up the customers' influence. The way of consuming is changing and customers demand more information of the products. Consumers are aware of sustainable consumption and they will seek more and more individual products which are sustainable, ethical and ecological. Consuming is not necessarily something people want to do when they are thinking in an ecological way, but they still want to have some memories from their visits.

As one souvenir shop cannot produce the products itself, the suppliers have an important role in implementing sustainability. Of course the souvenir shop can choose the suppliers but it is not always easy to find ecological products that also sell well. And as the purpose of this thesis is to find out how sustainable the souvenir shop is, the shop and the suppliers are estimated according these seven parts of criteria.

3 Data collection and analysis methods

This chapter describes the research approaches and methods used for this analysis. A description of the quantitative and qualitative approaches and data collection and analysis process is provided and the chapter ends with the discussion on reliability and validity.

3.1 Research methods and strategies

The research strategy of this thesis is a form of qualitative research, document analysis. Document analysis is a basic form of analysis which can be used in all kind of quantitative research. All written, heard or seen documents can be analysed, and the analysis can be either a theoretical framework or a single method. The meaning of the document analysis is often to organise the data properly in a form which helps to draw conclusions. The data is usually categorised and presented in a summarized form. (Tuomi & Sarajärvi 2002, 93–105.)

In the document analysis the data is categorised accordingly to differences or to similarities. All data is also summarised usually in a form of text. Texts can be anything, from books, diaries, interviews, speeches or conservations. The goal of the document analysis is to create a summarised description of the researched phenomenon which connects results to the wider context of the phenomenon and other related research results. (Tuomi & Sarajärvi 2002, 105.)

In general the document analysis is the way to organise researched data in a clear and compact form without losing the essential information. The analysis clarifies the data so that it is easy to draw reliable conclusions of the phenomenon. In the qualitative analysis the data is divided first into smaller units. Then the data is categorised according to different concepts and finally re-organised in a new entity. Document analysis can be implemented in three different ways depending on whether the analysis and categorisation is based on the source of evidence or on the theoretical framework.

These three ways are analysis based on the data, analysis based on theory or analysis conducted by theory. (Tuomi & Sarajärvi 2002, 109-116.)

Beside the document analysis there is also an analysis form called document differentiation. This means quantitative document analysis where text or a document is described in a quantitative form. Depending on the research problem different calculations can be implemented. A number of certain words can be counted in a certain document. A verbal description of the text is then called document analysis. So the document analysis can mean qualitative document analysis and also quantitative document differentiation. Both ways can also be combined in a same research. The document analysis can be extended by producing quantitative results from a verbal data source. (Tuomi & Sarajärvi 2002, 107-108.)

In this thesis both ways of document analysis are used. All secondary material which is available is turned into the statistical form and categorized. In every category there are numbers which correspond to a certain definition. These definitions are the factors which are interesting for this analysis. Another part of the analysis consists of verbal text which is also categorised according to the data source.

All research has a research philosophy on the background. Philosophies are assumptions of the way in which one sees the world and nature of knowledge. Philosophy of the thesis can be positivism, realism or interpretivism. Positivism is typical for natural sciences when the goal is to explain a phenomenon rationally and when the researcher is not part of the phenomenon. In realism it is important to understand people's socially constructed interpretations and subjective reality. Realism also recognises the subjective nature of research and it wants to discover the causes of events. Management and business research sometimes use realism as research philosophy. Interpretivism is typical for social sciences. In interpretivism social reality is constructed by the way we experience the world in interactions with others. (Saunders, Lewis & Thornhill 2007, 102-107.)

Approach of the research can be either deductive or inductive. A deductive approach can be described as a theory testing approach where the goal is to explain the phe-

nomenon by using the theory and monitoring what is happening. A deductive approach design is a research strategy to test the hypotheses and the researcher's role is objective and independent from the phenomenon. Inductive approach develops a theory after the data has been collected. The goal is to understand the phenomenon and explain why it is happening. (Saunders, Lewis & Thornhill 2007, 117-119.)

The following picture of the research onion explains the different levels of research:

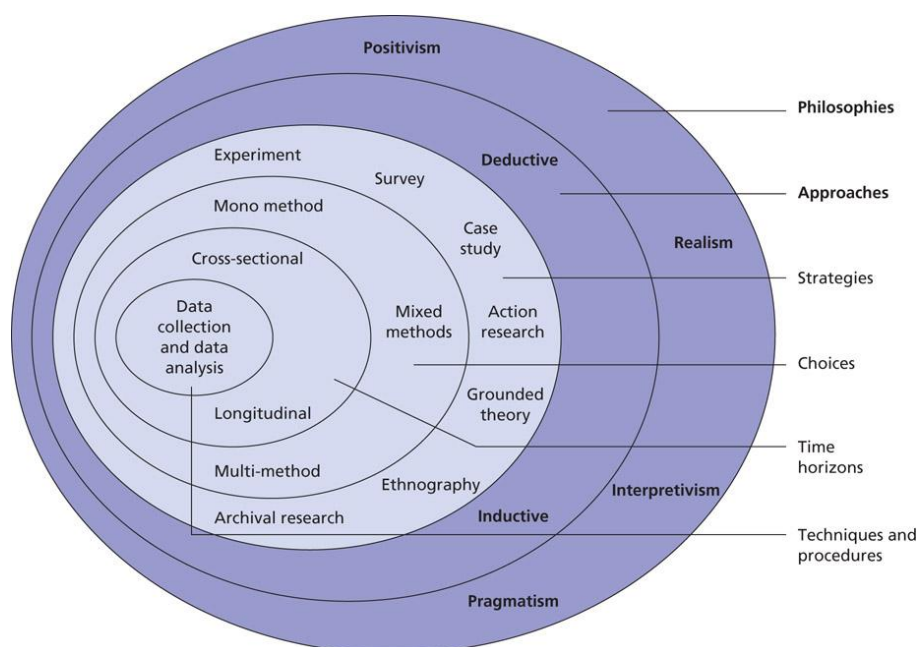


Figure 3. Research onion. (Saunders, Lewis & Thornhill 2007, 102.)

This thesis relies on secondary data analysis based on document and web site analysis. The quantitative part of the data is statistical data on the shop. All the numerical information on product groups, turnover and amount and origin countries of suppliers will be presented in statistical form. Also the information of the products, such as how they are packed and what ingredients they include, will be shown in a statistical form. Other data on the shop will be collected, the use of packaging, cashier, marketing and personal. The other part is written data collected from suppliers. The purpose of the qualitative data is to find out the attitude of the suppliers towards sustainability and how sustainability is shown in their business.

The document analysis was chosen for this thesis as there was already existing data as a source of evidence. It would have been too difficult and complicated to implement a common interview or survey to all suppliers. The document analysis helps Maretarium to develop the shop based on the results, to prepare for the future challenges and to follow trends. The research is deductive as the research is testing existing theory and not developing any new theories. The goal is to explain one phenomenon by using the theory. Research philosophy of this thesis is closest to a mixture of realism and interpretivism. As the researcher sees the subjective nature of the world and also of the research, and recognises that there are social processes affecting people's thinking. In this case it can be seen while choosing the products of the shop is realism. On the other hand interaction with others, such as situations with customers, is important in this thesis and it is also so in interpretivism.

3.2 Description of the data collection

The already available statistical data used for this analysis could be grouped into two parts: data about the suppliers and data about the products. The suppliers of the products and also the suppliers of the office facilities at the information desk were included in the research. All data was collected from the delivery notes of the shop, stock book-keeping and internet sites of the supplier companies. Firstly all sources were read through and then data was turned into numerical figures within tables. There were certain factors which were looked for and for every factor there was a number. With numbers the data was easier to handle in tables.

To get information and data about suppliers, the internet site of the respective companies were used as a main source. In addition information was collected from business registries. The collected data was the background information of the company: business field, operating country, turnover and number of employees, as well as whether there was any mentioning of responsibility or sustainability, or using recycled materials in the products. The main idea of the supplier was also written down.

The information of different products was collected in the same way as the data of the suppliers. Product catalogues, internet sites and delivery notes were used as secondary source of data. Catalogues and delivery notes from the year 2011 were in Maretarium's storage and they were free to use as the source of evidence. If any delivery note was not available and the product was on the shop shelf, the product was then estimated according to the product information label on the product. Factors were created on the base of theory presented earlier. There was a list of different options and definitions of products and for every option and definition there was a number so it was easy to turn the data in numerical information and diagrams. From the products almost the same issues were written down as from the suppliers. Collected data handled background information of the company and also material used in products and packing.

The factors were taken from the criteria for a sustainable souvenir shop and are based on the sustainability theories presented in the beginning of this thesis. The cashier system of The Sea Shop and the book keeping were also used to create different categories. Definitions of factors can be found in attachment 1, tables of suppliers in attachment 2 and tables of products in attachment 3. Attachment 4 presents the written data of supplier companies' business ideas.

3.3 Reliability and validity

Estimating reliability and validity is an important part of the research while there are certain norms and values the research should fulfil. Some researchers apply the same concepts in qualitative and quantitative research but some researchers prefer other concepts and terms in qualitative research. In general both research approaches can be still evaluated using reliability and validity. Reliability shows how reliable the result of the research is. Validity tells whether the research is valid, are the results and conclusions real, and whether the research is conducted in a proper way. (Saaranen-Kauppinen & Puusniekka 2006.)

In practice this means that the research follows guidelines, refers to a bibliography in a proper manner and presents all documents and data logically. Research is also valid and

reliable if it really answers the research question and measures or describes the phenomenon that it was supposed to measure. If the research is valid, the results should be the same regardless of the tools. However, in qualitative research the conditions can change and it can be difficult to get the same results. This is why it is important to document all data. (Saaranen-Kauppinen & Puusniekka 2006.)

As the researcher is an employee of the case company, the interpretation of the results might be very subjective, but on the other hand it is also an advantage. It may be difficult to analyse the results objectively when the researcher deals every day with the same issues handled in the thesis. The advantage though, is that the collection of the data and the documentation should be easy, and as the researcher can develop a tool to help to create a more sustainable souvenir shop, the researcher is motivated to conduct a thorough research. Limitations of the research might be that the case is narrow and the use of secondary data. Results can only be used in this certain case. There is also a risk that results could be analysed subjectively and not on the same way as someone outside the company would analyse. Using several sources improves triangulation of the study and also reliability of the research.

4 Data analysis and key results

The analysis of the data can be divided in to three parts: data by suppliers, data by products and data by financial figures. The following chapters present these analyses. First there is a figure of the factor and then an explanation of the data which can been analysed from the figure.

4.1 Analysis of quantitative data about suppliers

The first part of the analysis handles the data by suppliers of The Sea Shop. There are altogether 59 suppliers which deliver products to The Sea Shop, and they present nine different business fields: business gifts, toys, handicraft, publishers, sweets, nature associations, other associations, office products and textiles. If a supplier was not any of these, it was mentioned as “other”. Categories are based on the cashier system and on the research question of this research.

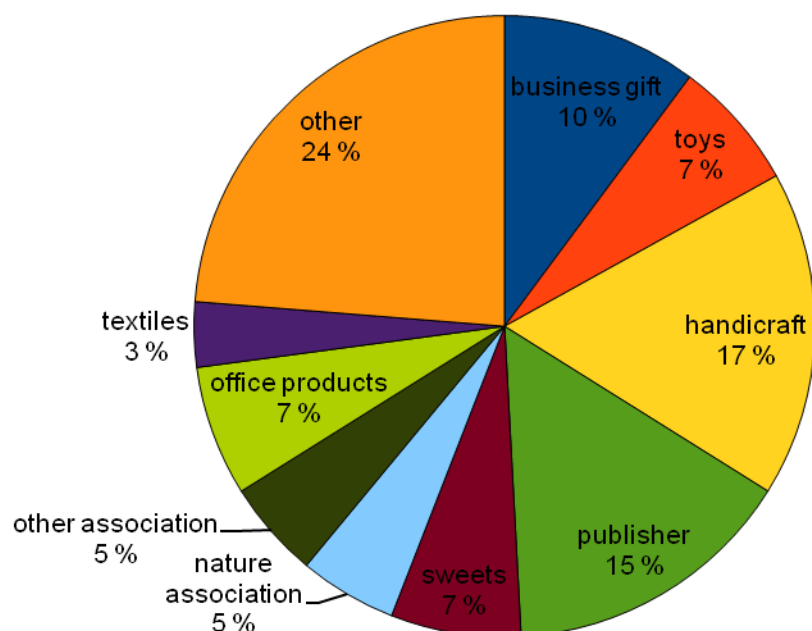


Figure 4. The field of business of the companies in The Sea Shop (n=59).

Figure 4 shows the distribution of the companies by field of business. 24 % of the companies did not have a clear field of business or they had several fields which were difficult to categorise. 17 % of the companies represent handicraft, 15 % publishers and 10 % business gift companies. Toy companies and office facility companies both represent 7 % of all suppliers in The Sea Shop, and nature associations and other associations both 5 %. The smallest group of suppliers is textile companies with three 3 %.

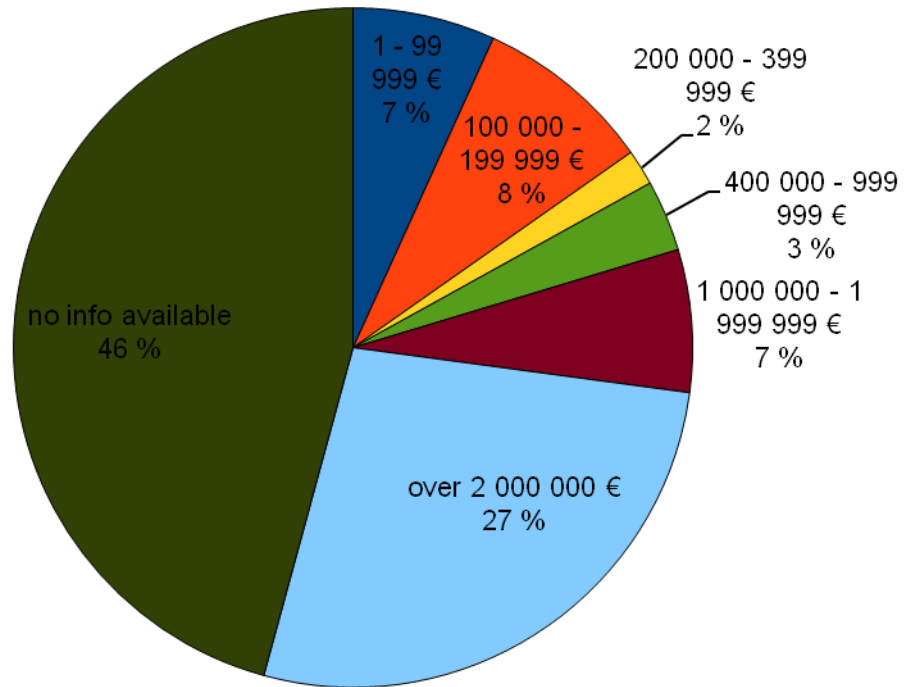


Figure 5. The turnover of the suppliers (n=59).

The information of turnover of supplier companies did not give any valid information as it was not possible to find the information of the turnover from 46 % of the companies. From figure 5 we can see that 27 % of the suppliers of The Sea Shop had a turnover over of 2 million € in 2010, and 7 % of the suppliers had between one and two million €. Three percent of the companies reached a turnover of between 400 000 € and 999 999 €, and two per cent between 200 000 € and 399 999 €. The rest of the suppliers, 7 %, had turnover under 100 000 €.

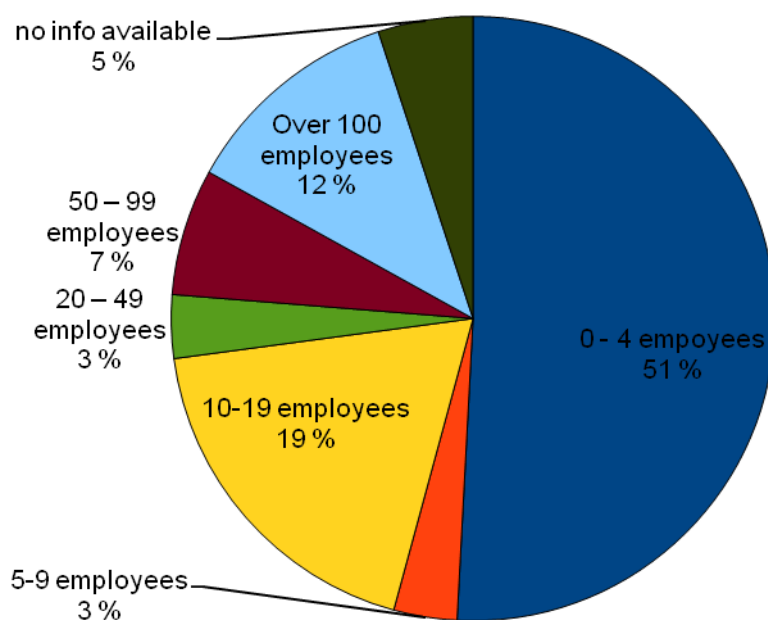


Figure 6. The number of the employees (n=59).

The number of employees tells about the size of the company. Over half of the suppliers, 51 % (30 suppliers), has under 5 employees. A fifth (22 %) of the suppliers has 5-20 employees, 10 % had 20 – 99 employees and 12 % had over 100 employees. Information of the number of employees was not available from 5 % of the suppliers.

As seen in figure 7, the size of the suppliers by turnover did not give any valid information as there was not information available for half of the companies. However, the number of employees tells more. Over half of the companies had less than 5 employees, so The Sea Shop prefers small suppliers. Over fifth of the suppliers had 5-19 employees and only 12 % had over 100 employees. It is also possible that in souvenir business there is not large companies supplying products.

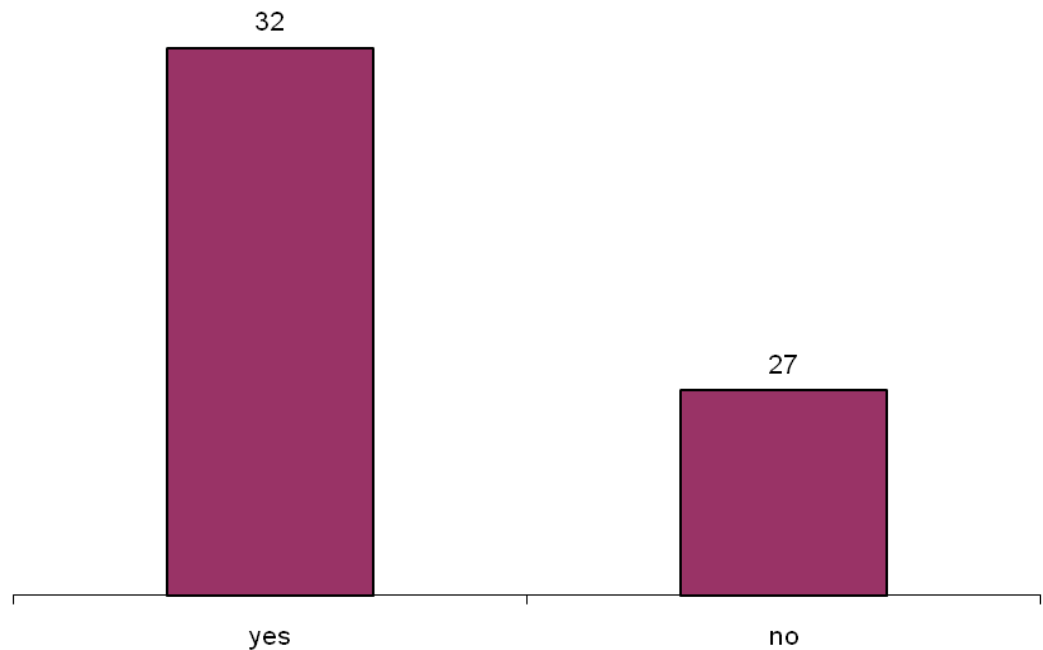


Figure 7. Sustainability on the web sites (n=59).

Any mentions of sustainability were looked for on the web sites of the supplier companies. In this case the words sustainability, sustainable development or responsible business were the key words. Options were whether these were mentioned or not. Almost half of all companies, thirty two, (54 %) mentioned sustainability in some way. Twenty seven (46 %) of the companies did not have any mentions of sustainability.

So, over half of the suppliers mentioned sustainability or related issues. On the other hand it was unfortunate to notice that almost half of the suppliers did not mention sustainability at all. However, it is possible that only mentioning sustainable issues does not show in company's every day actions. It is possible to have green internet sites and to give an impression of green actions but act differently. For example sustainability was mentioned as an important issue, but still many suppliers used new materials. In this research there was only one company which manufactured products from only recycled materials as seen from figure 8.

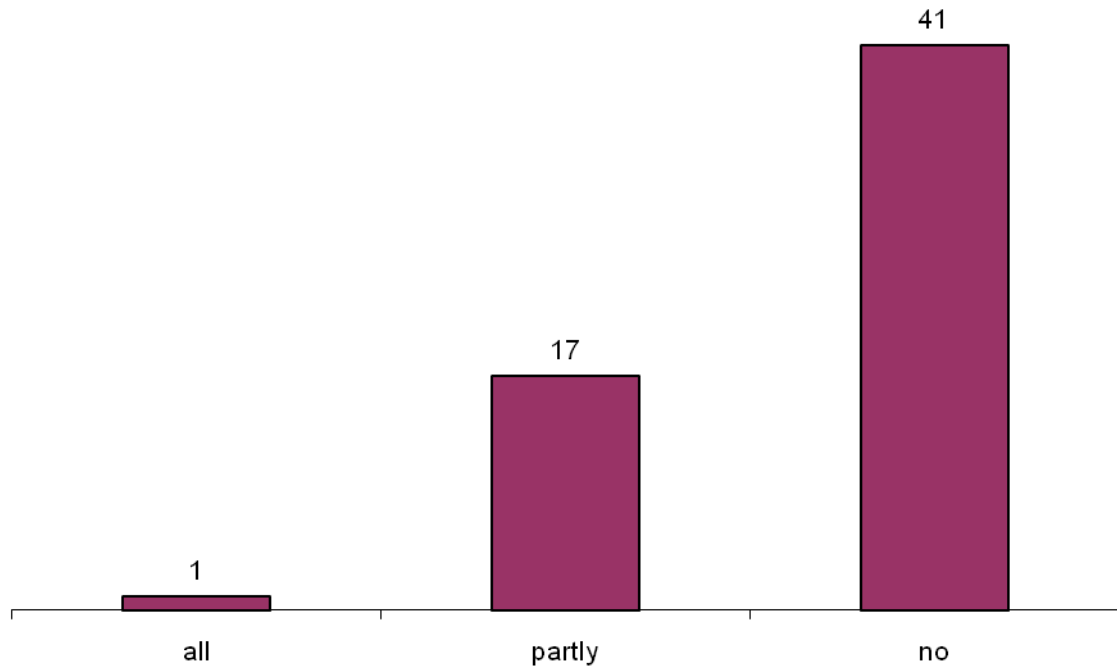


Figure 8. The use of recycled materials (n=59).

The use of recycled materials was researched from websites. The result was that one company from all of the suppliers used only recycled materials, 17 used partly recycled materials, and 41 suppliers did not use recycled materials. This means that 69 % of suppliers use only new materials.

The Sea shop orders products from 59 suppliers, and there are altogether 295 different products. The second part of the analysis presents the data by products. The field of business by products is divided a little bit differently than by supplier companies. This is presented in the next chapter.

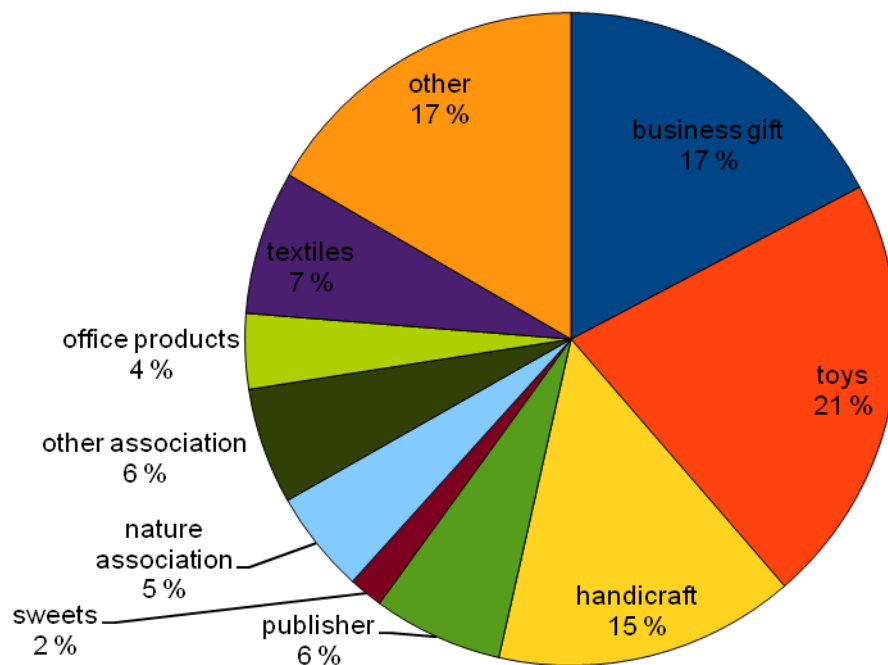


Figure 9. The field of business by the products (n=295).

The biggest product group is toy products, twenty one percent of all products are from toy companies. Business gift companies and companies which do not have any clear business field (other) both have 17 % of all products. Handicraft companies represent 15 %, while less than 10 % is represented by textile companies, office product companies, associations and publishers. Sweet companies have only 2 % share of all products.

The figures of The Sea Shop show that there are some differences when we look at the field of business by supplier companies and by products. The biggest group of suppliers were companies with no clear field of business but of all products suppliers with no clear business field were the third biggest group. Of all products toy suppliers present only 7 % of suppliers but toys were the largest product group by the amount of products. There are also more publishers than books (15 % of suppliers, 6 % of products). Ten percent of the suppliers are business gift companies, but 17 % of the products are from business gift companies. Handicrafts (17 % of suppliers) deliver 15 % of the products. The largest difference is with toys and toy companies. Therefore, it can be concluded that it is not necessary to have many companies to deliver products. Or it can also mean that there are few good toy suppliers with suitable products.

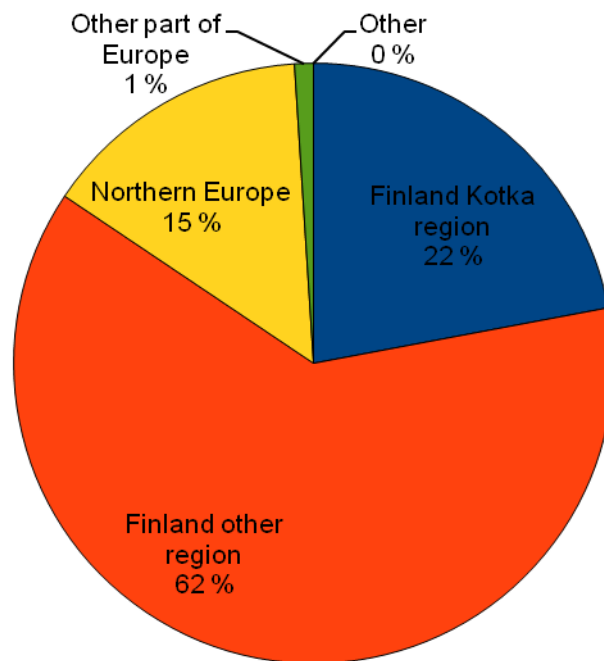


Figure 10. The country of the company by the products (n=295).

Most of the products are from companies operating in Finland. 84 % of all products are from companies operating in Finland, and 22 % from the Kotka region. The Kotka region includes Kotka and cities within 100 kilometres of Kotka. From Northern Europe (Nordic countries) there are 15 % of the products and 1 % from other parts of Europe. There were not any companies from other continents. Figure 10 shows the operating country of the company, not the country of origin for product.

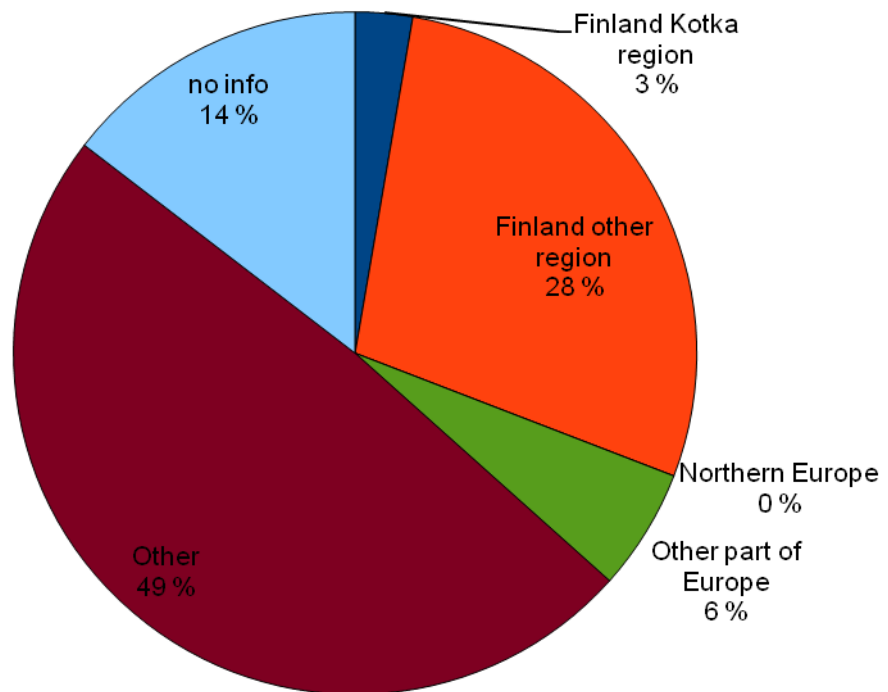


Figure 11. The country of the origin for the products (n=295).

Distribution by the country of origin for the products differs from the operating country of the company. Almost half (49 %) of the products are from elsewhere than Europe. From Finland there are a third of the products, 31 %, and only 3 % of that from Kotka area. Information on the country of origin was not available from 15 % of the products, and from other part of Europe than Finland or Nordic countries were 6 % of products.

Although the suppliers seem to be from Finland and from surrounding areas, the country of origin for the product can be something quite different than Finland. Only 3 % of the products are actually from Kotka, and 28 % from Finland. Almost half of the products arrive to The Sea Shop from outside Europe, mainly Asia. So if the company is Finnish or local it does not mean that products are local. It is also easy to believe that Finnish companies find Finnish customers and for The Sea Shop it is easier to deal with Finnish suppliers. At the same time it is a small surprise that globalisation does not show in the amount of suppliers, but it is also believable that products are not actually from Finland.

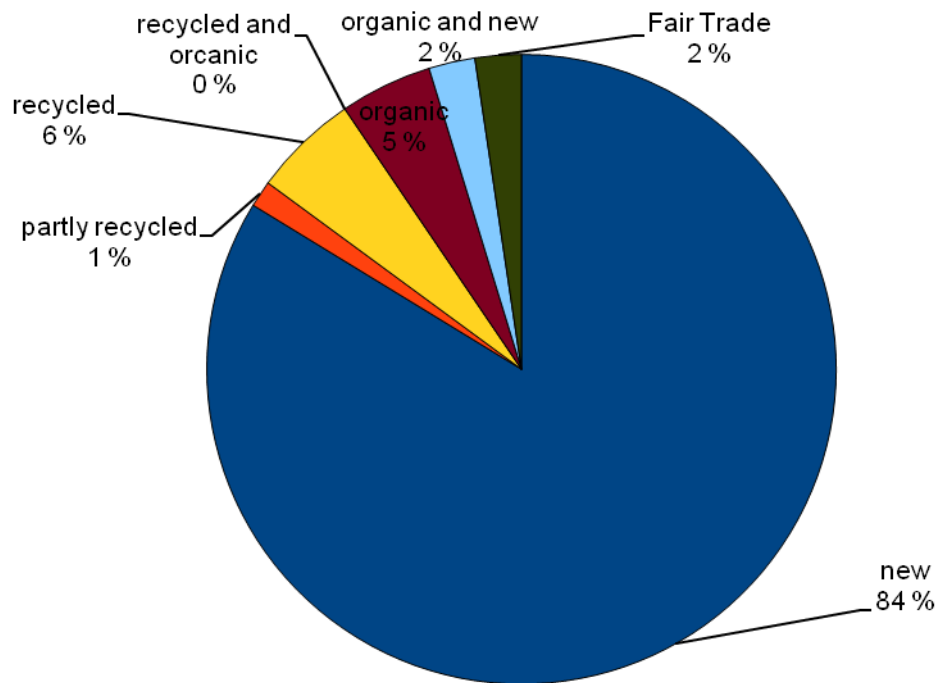


Figure 12. Material of the products (n=295).

Almost all products are made from new materials, 84 % of all products. Five percent of the products are made from recycled materials, and 5 % from organic materials. Organic and new materials can be found from 2 % of the products, and Fair Trade products represent 2 %. The remaining 1 % of the products is made from partly recycled materials.

It is obvious that almost all products are made from new materials, 84 %. The other part is divided between Fair Trade, recycled, partly recycled, organic and new. The good news is that there are also other materials used than new ones. As the suppliers present quite a large scale of companies it is normal that most of the products are made from new materials. And of course there are suppliers which cannot use anything other than new materials, like confectionary sweet companies. Eatable products are not recyclable. It is interesting is that 17 % of supplier are handicrafts which could use recycled materials but according to the results they are using new materials. Toys were the biggest group of all products, and usually toys are made of new materials.

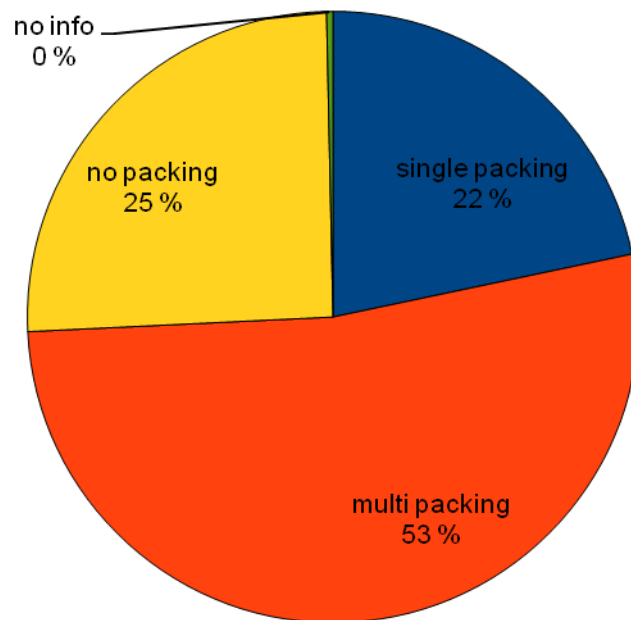


Figure 13. The packaging of the products (n=295).

Packaging of the products was also analysed. Packaging was divided in to three groups, no packaging, single packaging and multi packaging. In this case, packaging means single products, not shipping packaging which every supplier uses anyway. No packaging means that besides shipping packaging there is not any other packing around the product. Single packaging means that a single product is packed separately, such as every t-shirt in own packing. Multi packaging means that there are several products in the same packing, such as ten magnets in the same packing. Over half (53 %) of products are shipped in multi packaging, 22 % of products have single packaging and 25 % of products have no any extra packaging. There was one product without out packaging information, and in figure 10 it is shown as 0 % due to rounding. Packaging of the products affects also sustainability. Less packaging means less waste. Unfortunately over half of products had multi packaging, in other words small items packed in big packages. It is normal to pack each product in its own packaging (22 %) of products but some of the suppliers use only the shipping package. Twenty five percent of the products did not have any other packages than shipping package. There are reasons why multi packages are used. Products are easier to send in certain packages and products might be already packed at the factory. Small companies and handicrafts do not usually use packaging at all.

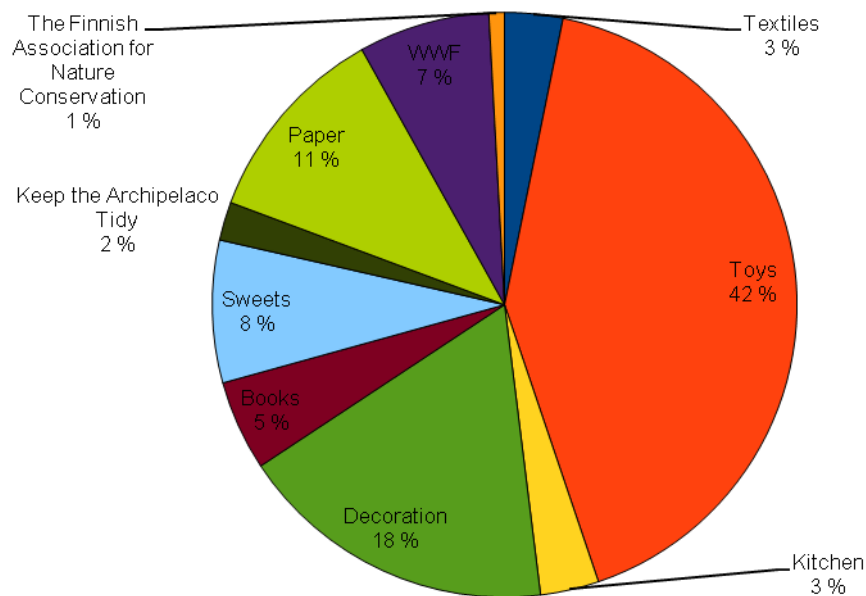


Figure 14. The turnover by the product groups (n=295).

The third part of data on the products and suppliers is the financial data of the sale. The turnover of The Sea Shop was around 70 000 € in 2011. The cashier system divides products into 10 product groups partly by value added tax (VAT). VAT is different for different products: books (9%), sweets (13 %) and others (23 %). The yearly turnover is not including VAT. The sale data is collected from monthly reports which divide product groups. Clearly toys are the biggest product a group with 42 % share of the yearly turnover. Almost half of the turnover of The Sea Shop is earned with toys. The second biggest group is decoration with 18 %, and all other groups have less than a 10 % share of the turnover. Paper products (postcards, posters, stamps) had 11 % of all products and sweets 8 %. Only 2 % of all suppliers are sweet companies, but sweets create almost a tenth of the turnover. The amount from publishers does not show in the turnover, as only 5 % of turnover comes from books. Kitchen products and textiles both sell 3 % of the turnover and the rest 12 % are from the nature organisations: WWF (7 %), Keep the Archipelago Tidy (2 %) and The Finnish Association for Nature Conservation (1 %). Nature associations do not have many products in The Sea Shop (5 %) but they earn tenth of the whole turnover. Their products are also separated in the cashier for the reason that it would be easier to follow their sales. The number of products is so large that it is impossible to create a separate product group for each supplier.

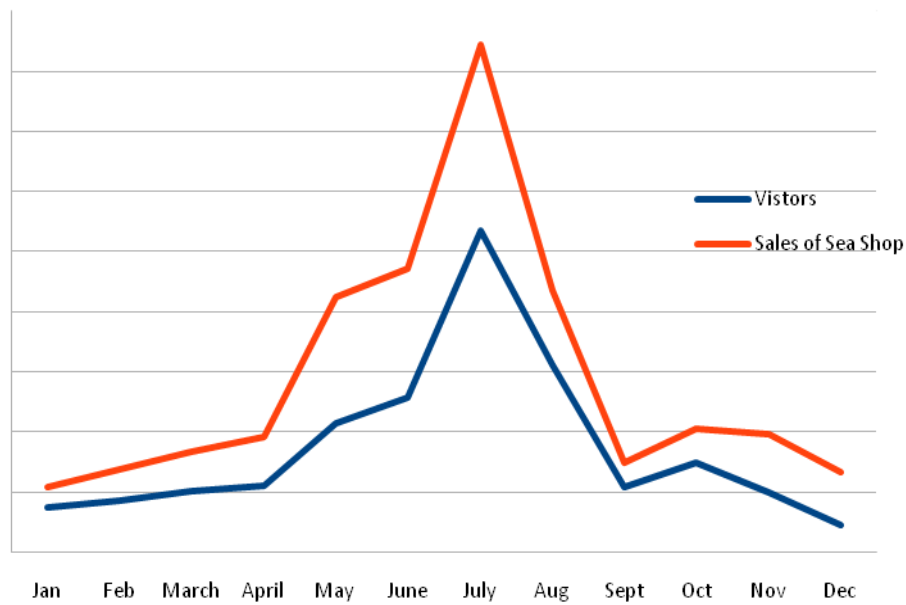


Figure 15. The Sea Shop's monthly sales and the number of visitors in Maretarium in 2011.

As the summer is the high season for Maretarium and also The Sea Shop, the majority of sales are earned between May and August. The first four months of the year sell basically the same amount monthly, but sales increase a little every month. May is much better, June also but July is the best month with the highest turnover. In August the sale decreases to the same level as in June, and September is again quite low. October is best of the last four months, and December the worst. The sale of The Sea Shop follows the amount of monthly visitors. The summer is the high season and winter and autumn the low season. In October there are school holidays which can be seen in these figures. In December Maretarium and also The Sea Shop are closed for three weeks because of the service break.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Textiles	5,4	8,6	4,1	5,3	2,8	4,9	3,0	0,7	3,3	0,6	2,8	1,1
Toys	46,0	40,9	42,8	35,2	48,2	37,6	45,9	38,1	34,8	38,0	30,9	52,6
Kitchen	2,9	2,3	1,2	2,8	1,8	3,9	2,3	5,1	3,6	4,2	3,7	7,4
Decoration	19,3	19,0	17,7	16,8	18,1	21,4	15,5	17,8	20,6	19,0	18,8	8,4
Books	1,5	1,8	2,9	3,6	4,1	3,3	4,2	6,3	5,1	6,9	14,6	8,0
Sweets	9,9	9,3	11,4	8,8	9,1	8,0	6,9	7,0	11,3	8,9	3,9	3,9
KAT	0,8	0,2	1,1	2,1	1,9	2,5	2,6	2,2	1,1	2,2	2,9	2,3
Paper	7,9	11,7	9,4	16,0	7,5	10,8	11,0	12,5	12,5	15,0	13,5	8,1
WWF	4,7	5,3	8,0	8,6	5,2	6,6	8,3	9,1	6,7	4,6	8,8	7,5
FANC	1,7	0,7	1,3	0,8	1,3	1,0	0,4	1,3	1,0	0,6	0,0	0,8
	100	100	100	100	100	100	100	100	100	100	100	100

Figure 16. The monthly sales by the product groups in The Sea Shop in 2011.

Figure 16 shows how sale is divided monthly by product groups. Each column present one month in order, the first column is January, next February and so on until the last one which is December. Every month toys are selling the most of the product groups.

It is good to know how the sale is divided monthly when the product orders are planned. It is also challenging to plan flexible timetable so that there would be something to sell and shelves would not be empty. As there is collected information of monthly sale and also by product groups, it helps to predict what should be order and when. The sale by product groups tells a little bit of the distribution of the visitors. The higher share of books in November can be explained by seasonal sale before the service break. Some of the changes depend also on the product itself. Some products are on sale during the summer time and when they run out, new ones will be ordered until the next summer.

4.2 Analysis of internet layout and content

Qualitative data consists of phrases from the internet sites of the companies. Collected phrases present the presentation of the company and the main idea of the company. Basically, the phrases were the description of the company. These descriptions were compared to the other collected data of the supplier companies. Two of 59 suppliers did not have internet sites, one toy supplier and one handicraft company.

Phrases described the main actions of the suppliers quite well, but some descriptions were quite general and did not give any real information, for example “We seek to fulfil our customers’ needs” or “The main idea is to produce and offer always new ideas to our customers”. One company mentioned that beside the company’s success their goal is to support the welfare of their stakeholders. Many companies mentioned only what they do, for example photographer or publisher. Positive adjectives, high quality, effectiveness and customers were mentioned often.

It was also highlighted if the company had long history or if they used high technology. Words like experience, long history or since came up six times. Handicraft suppliers emphasized that they create handicrafts. Finnish nature or brand was mentioned seven times, and Baltic Sea twice. Nature organisations wrote about the promotion of the environmental protection. Directly sustainability was mentioned once, ecological also once and recycled materials twice.

Beside the main idea of the company, other interesting phrases from the internet sites of the suppliers were written down. From these other phrases, the values of the company got deeper meaning. Interesting words which were looked for were words related to this research, like sustainability, local, ecological or environmental issues, responsibility and recycling.

With these definitions new information was found from 21 of 57 suppliers’ internet sites. Every one of these 21 companies mentioned some issues which were related to sustainability. Finnish or local materials were mentioned five times, sustainability or

responsibility seven times. It seemed to be important to bring up if the material was from nature or if the company was supporting nature protection. Some interesting details came also up. One supplier uses a special washing machine to reduce toxic waste and one uses a transport system which has an environmental certificate. One supplier had social responsibility report since year 2010, and one was supporting a local sport organisation. Also cooperation with charity organisations was mentioned.

Written data collected from the internet sites of the suppliers gave interesting information. Large, international companies were paying attention to the sustainable issues but small companies concentrated on describing the core business or the main idea of the company unless the idea was based on something special, such as nature. If the material of the products were from nature or the business idea was related to nature it was clearly emphasized. Pure Finnish nature was presented in so positive way that the company gave an impression that they were sustainable enough. Small companies also brought up small and local issues, but large companies drew more general lines of their business. If the product itself was sustainable, or promoted sustainability, the company did not have any separate sustainability programme.

As the variety of the supplier companies is wide it is difficult to draw common conclusions of their attitude on sustainability and most of all, their real actions to promote sustainability. Only one company of The Sea Shop's suppliers has a social responsibility report. This tells about two issues: The Sea Shop uses quite small and national suppliers and social responsibility does not yet concern small companies in souvenir business.

There are also three suppliers which have a double role as suppliers. These are the nature associations WWF, National Board of Forestry and Keep the Archipelago Tidy. All these associations promote conservation of the nature. One way to implement this is to sell products which are produced by business gift companies. WWF and National Board of Forestry use the same company which manufactures or subcontracts products with WWF logos or with Finnish national park logos. This business gift company does not give any clues on their internet sites how sustainable their actions are. Some of the products are made of fair trade cotton but that is shown on their clients' internet

sites. Of course there is a possibility that not all companies want to tell everything on their internet sites and those sites are only for promoting the business. As sustainable issues are getting more and more important nowadays it would be advisable to pay attention on sustainability and also bring it up for the customers. Other reason for the lacks of mentioning sustainability might be that the company has not paid attention to this trend.

From the previous research on clients of The Sea Shop we can draw a conclusion that the customers of Maretarium and The Sea Shop are ready to support green and ecological products in theory. Ecological values are considered important but they were not necessarily the main reason to buy souvenirs. This reveals two sides of sustainability: people recognise the importance of sustainability but it does not yet show in practice.

4.3 Key results and findings

This document analysis shows that the level of sustainability varies among the supplier companies. In general many companies claim that they care about sustainability but it does not necessarily show in practice. In my opinion this is the common way of thinking also in small and large companies in retail business. Some of the suppliers are pioneers when we talk about sustainability, some does not care about it at all, and most of the supplier are somewhere between these two sides. The pioneers base their business idea on sustainability and seem to be proud of it. Those suppliers which do not show their opinion on sustainability emphasise their uniqueness in other ways, mainly their desire to serve customers in the best possible way. But as mentioned, most of the suppliers have noticed the importance of sustainability but they still make only minor efforts to support it.

Responsibility is quite difficult to analyse from the data used in this thesis. But it can be concluded that those companies which act sustainable, act also responsible. Although only one company had CSR report available I believe that the most of the companies act responsible and follow the rules and law. But not many companies gave an impres-

sion of expanding their interest to the whole society. Actually quite many of the suppliers concentrated on their own certain field of business and the customers.

The companies which act in a sustainable and responsible way, implement also ethical business. From the analysis it cannot be seen directly whether a company is acting ethical or not. But it can be concluded from the other issues that mainly the companies are ethical. On the other hand unethical deeds do not show in public unless something illegal comes up. The most sustainable companies probably act also ethically.

Transparency confirms sustainability and when we think of these suppliers companies it can be again concluded that some of the suppliers keep their business transparent and some do not, and the most of them act between these two ends. Nowadays internet sites are quite important data source especially for customers and the sites can be also seen as a business card of the company. So, according to the internet sites which were analysed the suppliers are not very transparent. They just give an impression that they show all information which would be possible to pass to their customers. But this might be also a matter of resources of the company. Maybe companies do not consider transparency important. This means that they are not acting in a sustainable way in this matter.

Only few companies mentioned that they carry out some voluntary deeds to support local society by charity. On this point of view the analysed companies are not very sustainable. The reason for this might be that it is not nowadays usual to support others voluntary. The other reason might be that the companies do not tell about their voluntary actions in public. There might be companies which donate small amounts of money or immaterial services but it is not shown anywhere.

The use of green labels and the use of recycled materials were not common in the analysed companies. Some of the companies based their business on the recycled material but most of the suppliers use only new materials in their products. The green labels were common only in the products of the nature associations, and actually I believe that it is assumable that the nature organisations promote the use of the green labels and recycled materials. These factors differ from the other ones the most, as only the

minority of the companies sells products with the green label or products made of recycled materials. According to the use of the material and green labels the suppliers analysed here are not sustainable.

Only those companies which based their business idea on sustainability were encouraging customers to consume sustainably. But here lies an obvious contradiction. Without consuming there is no business and of course the companies want their clients to buy their products and consume. They do not want to encourage their customers to decrease consuming. But as consuming is one of the main issues to keep society running nowadays, consumption should be turned into as sustainable way as possible. This was not shown in the analysis. Business and consuming keep running hand in hand and this is the crucial reason to pay attention to the products themselves and to companies' business policies.

According to these criteria the companies which were analysed are not very sustainable. There are clearly two sides of sustainability, the sustainable side and the not sustainable side. The most of the suppliers can be placed somewhere in the middle of these two sides, a few are very sustainable and a few do not care about sustainability at all. In my opinion this thesis proves that sustainability is a very wide subject and sustainability is often very difficult to understand as one whole concept. Sustainability consists of many small deeds which are not always visible. Clearly the evaluation of the suppliers distributes important information but to get more valid information, the research should go deeper and study also the manufactures.

5 Conclusions and recommendations

The aim of this thesis was to find out whether the souvenir shop is or is not sustainable. In addition, in case there are signs of gaps in sustainability, the study aimed at suggesting improvements. At this point, based on the key results above, it is appropriate to conclude this study and to present the key recommendations which arose from the analysis.

5.1 Conclusions

The souvenir shop named The Sea Shop of Maretarium has an important role to serve clients and bring income to the company. Since the opening year 2002 The Sea Shop has been a solid part of Maretarium and originally The Sea Shop was planned to strengthen the income structure of Maretarium. As the aquarium got its name from the Latin word mare which means the sea, the name of the shop got also the name from the sea. With the name Sea Shop the company wants to tell the clients what kind of a shop The Sea Shop is. The product range is linked to the water life in one way or another. Toys are mainly fish or other water animals, literature consists of fish, the Baltic Sea or nature books and even sweets have the shape of a herring. But if we look at the products more closely, nature is connecting products to each other more than the sea.

The criteria for the sustainable souvenir shop consist of several wide fields. The Sea Shop is quite sustainable according to the criteria but not as sustainable as it could be. In general, the case company supports sustainability and it is shown also in the earliest plans of the aquarium. The water in the fish tanks is taken from the sea and no drinking water is used. General sustainability can be seen also in the shop. For example the shop uses plastic bags made of recycled plastic. The intention to develop the shop in a more sustainable direction tells also about the positive attitude on sustainability.

The first criterion was general sustainability and it concerns the whole company, not just the shop. The other criteria are examined here on the suppliers' side. The second criterion was responsibility. Maretarium or The Sea Shop does not have any cooperate

social report system, and nor does many of the suppliers. Only one told about it in public. But on the other hand there are suppliers which can be called sustainable as they pay attention on sustainability for example by using recycled materials. Or some of the suppliers of the shop support social responsibility by supporting local associations. The suppliers using green labels, Fair Trade, were also mentioned in the research.

All in all, The Sea Shop is as sustainable as it can be with these suppliers. The fact that there are products from the main nature associations in Finland increases the level of sustainability. So, the key issues in the future are careful planning of the product groups and more careful choice of the suppliers. The level of sustainability can be increased when the shop chooses sustainable suppliers but also by asking present suppliers about their products, their material or origin countries and by these questions slightly affect on suppliers' attitudes. The truth is that every company changes their business actions when the market changes. We can consider in this case the customers and their behaviour as the market. Consumers change first their shopping behaviour and then the retail companies are forced to change their order habits. After that, suppliers' wholesaler and finally factories need to change their business actions to keep up with the business.

The change can also start from retailers and suppliers especially at this moment, when the companies are considered to be as ethical actors in society. If a company feels that it is responsible for the products it is selling, and wants to act ethically correct by choosing sustainable suppliers the change in to more sustainable society starts. Then the retailer makes the crucial decision. But again the final decision lies on the customer's shoulders. If the customers do not care about sustainable or ethical issues there will always be retailers who will not pay attention on these same issues. But if the retailers offer more and more sustainably produced products, customers do not have any other choice than buy sustainable products. Again we come to a conclusion that sustainability is a wide and complex subject and it has many variations. The perspective depends on the actor but all actors should be involved and motivated to reach the same goal to create something truly sustainable.

As sustainability is such a wide and difficult subject it is challenging to estimate the sustainability as one whole subject. From this research it can be concluded that being sustainable in one area does not mean that the whole company was sustainable. For example preferring local companies does not tell the whole truth. Using a local supplier supports of course sustainability but the local supplier might use non-sustainable materials or produce more waste than a sustainable company would. Certainly even one sustainable or ecological act is better than none but all companies consist of so many small functions that it is hard to say which is more sustainable than the other.

In my opinion the best way to encourage the suppliers in a more sustainable direction is to raise questions about sustainability. That should be a quite clear message for the suppliers when the client wants to know about the origin of the product, transportation and material. And if they do not have answers they might lose the client. The best way to increase knowledge of sustainable development in business life is polite enlightenment. Rules and regulations might lead to illegal actions but if companies are willing to act voluntarily more sustainable it would be very effective. One key issue is the attitude in every trade level, from customers to producers. In that chain anyone can have the most important role. It is just a matter of a good will.

On the other hand, in this case it is easy to give concrete development ideas to increase sustainability, but on the other hand it feels quite complex. The easiest advice is that the company should use only those suppliers which promote sustainability with visible actions. According to the sustainable criteria the most sustainable supplier would be a local company using recycled material and not any packaging and supporting nature association. But as that it is an impossible thought to use only one or two suppliers there must be other options. The difficulty is to find a middle road between demands of sustainability and wishes of the case company. The Sea Shop wants to offer a wide scale of products and it also wants to take into account customers' wishes. Then the choice of sustainable suppliers is not so simple.

One advice would be to increase the amount of products from nature associations and decrease the amount of products which are not selling so well. It is good to notice that the change will not happen quickly but needs time. It is time to look for new suppliers

and slowly get rid of old products when the planning of next season starts. The sale is always better when the shop has a wide product range. One idea could be though to decrease product groups and concentrate on only the most sustainable ones. Of course, then the amount of single products should be more numerous so that the shelves would not be empty.

The product range could also be clearer. In the cashier system there were other product groups than in stock book keeping. It would be easier to follow how certain product groups sell compared to other groups if the categories were simpler. But there is one problem, the value added tax (VAT) system. According to this system different products include different amount of VAT. The general tax is 23 % of the price in Finland at this moment. The price of books includes 9 % of VAT and sweets 13 %. So those must have own product groups in the cashier system although for example one book was ordered from a nature association and the company wants to follow the sale of the nature associations.

The name Sea Shop gives a certain impression of the product range of the shop. It also refers to name Maretarium. If the company wants to emphasise this reference to the underwater life the shop should have more aquatic products. But the name sea refers also to the whole nature around the sea, islands, forests and other animals, and to summer cottage life on the shore, sailing, fishing or hiking. So the products could be also decorations for boats or general facts of natural sciences. In fact The Sea Shop feels more like a nature shop than just a sea shop. One problem might be the lack of suitable products or suppliers. Constant search for new suppliers and products is daily routine for the shop, and one solution is to plan and produce own products with the suppliers.

Cooperation with local actors would certainly increase the sustainability of The Sea Shop. For instance it could be possible to enhance more cooperation with other tourist attractions in the same area, with the tourist office or with tourism projects. There has been already cooperation. When few companies from the same area would place orders together they would probably get cheaper price but also not so many transportation would be needed. Other partners could be other zoos and aquariums in Finland.

As they operate on the same business area they would find easily products which would suit to every shop in other zoos and aquariums. This field is quite small in Finland and people know each other. Thus, cooperation within this matter could be a simpler choice. But as quite many visitors visit other zoos or attractions in neighbouring area it is not advisable to have same products in every zoo or aquarium. All attractions are very unique and they want offer clients products which remind them that specific place. One solution could be to design one or two products which would relate to all attractions, such as a series of postcards or puzzles, or a magnet with the shape of Finland or Kotka where the attractions would be marked with their logos.

Transparency in sustainability means that the company act as transparent as possible. In this case it means that suppliers, material and origin countries are told to the customers openly. This could be shown for example in price notes or by informing about the results of this research. Transparency does not mean that the company should tell everything but the things which interest the customers. Although one product is from Philippines the origin country can be told honestly.

All actions in the company should also be considered as sustainable actions. It is not enough if few suppliers are sustainable but not the whole company. There are many other stakeholders which could pay more attention on sustainability. This is good example of the wide field of sustainability which consists of many small factors and which concerns everyone.

5.2 Reliability, validity and further studies

Narration of this research is subjectivity and the role of the researcher. It might be difficult to use own workplace as a research field. Some thoughts can rise during the normal working days and research and work might get mixed. Outsiders might have seen other things than the worker of the case company. It is also difficult to keep the research question narrow as the researcher has more knowledge than the research data. That might also affect the reliability of the research. Although all data is documented properly there is a risk that the researcher uses data which is not documented. One

thing which has an effect on reliability is the language. Almost all data was in Finnish and they were translated in English, and there is a risk to interpret concepts differently.

On the other hand a researcher from outside the company would not have been able to have access to all data which was analysed. This kind of analysis is the most convenient way to implement from inside the company. And when the researcher uses own work as data source to develop own working place, the motivation to create something concrete is probably quite high.

All in all the research is reliable and valid. The analysis analysed issues placed before hand Categorisation caused some problems but with the help of the sustainable criteria the main factors were found. Before the analysis of the secondary data it was assumed that the shop would already be sustainable in some level but there would still be things to improve. The analysis confirmed this assumption. Results also confirmed that sustainable development is a complex issue and although it is spread wide there are still many things to do to gain real sustainable development in souvenir business. But the analysis gave new information of complexity of sustainable development in souvenir business.

The idea for further studies would be to extend the research question to other aquariums and zoos in Finland or to prepare more detailed guideline for souvenir shops, and an example file which would include clear categories and levels of sustainability for the suppliers and the products. Interesting would also be research the souvenir business more in Finland and consumer behaviour in tourist attractions in the future. This analysis concentrates only on one year but by reading the same figures from several years might give information of the development of consumer behaviour and also trends.

5.3 Recommendation and guideline for a sustainable souvenir shop

A guideline for a sustainable souvenir shop can be summarized in these ten principles:

- Recognise the importance of sustainable development.
 - The management of the company should discuss this issue among employees as one key value of the company by handling all ten principles together in a meeting.
 - It is important that everyone in the company supports sustainability in their own tasks but it would start by handling sustainability together.
- Identify your responsibility of implementing sustainability in practise.
 - The second step needs also discussion before concrete actions.
 - The management of the company should discuss with the employees that the company has other responsibilities than just the core business idea.
 - Each one of us is responsible of our own actions and as employee of this certain company no one should be regardless.
 - The management should develop practical actions together with the employees to implement sustainability by handling issues below.
- Choose such as suppliers which are committed to sustainable development
 - The employee or the management who deals with the suppliers should search for new suppliers for example at fairs.
 - Suppliers could be found also by visiting other souvenir shops and suggesting cooperation with other shops in the same area or the same business idea.
 - When finding new suppliers they should be asked whether they are familiar with the concept of sustainability. This can also be shown at the web sites.
 - This is especially important when the company is ordering own products with numerous amounts.

- The suppliers can also be challenged to search for sustainable manufacturers and producers.
- It might be difficult to find the suppliers who would claim to be sustainable if the business idea of the company does not lay on sustainability.
- Increase the product range from already sustainable suppliers.
- Support local society
 - The shop management and also other management can support local society by ordering products from the local suppliers.
 - Beside items to sell, all other products, such as office or cashier products should be ordered from local companies.
 - It is advisable to notice that this is not always possible if there are so specific products that cannot be found from the region where company is operating.
 - Local society can also be supported in other ways, for instance cooperating with the local companies in the same business area. Cooperation could be for example shared marketing actions (adds, brochures), common promotion actions or shared fair expenses.
- Take voluntary actions to improve sustainability
 - If it is possible, useless items or free tickets should be given to associations or persons how would not gain any economical profit out of it.
 - Nature associations should be supported by paying membership fees
 - The management of the company would be responsible for the voluntary actions.
 - The voluntary actions should not decrease the profit of the company.
- Encourage employees to act ethically
 - The management of the company should discuss with employees what the values of the company are and how each employee understands them.
 - The true sustainable development starts from a single person.

- This principle might be difficult to implement in one concrete way, in fact the best way is by own example and early interference in unethical behaviour.
- Keep all communication inside and outside the company transparent
 - Inside the company information should pass through the organisation from the bottom level to the upper level and vice versa. From the employees to the management and otherwise.
 - Weekly or monthly meetings could be practical occasions to meet and pass information.
 - Communication outside the company means delivering information to the clients and perhaps also other stakeholders. Transparency can be shown for example by marking origin countries of the products and its material as much as they are known.
- Sell products with green labels of Fair Trade label
 - This means simply search for the suppliers who have the products with the green labels or with the Fair Trade label.
 - If it is difficult to find such suppliers, it might be advisable to visit other souvenir shops nearby but also in other towns and even countries.
 - A worthwhile event to meet new suppliers would be fairs.
 - Not all labels are reliable so it would best to use only official and known labels which are listed for example on the internet sites www.ecolabel.com.
 - The person in charge of this is the shop manager.
- Sell products made of recycled material
 - Follow the same advice as the principle 8.
 - The products made of recycled material might be even more difficult to find.

- Share your knowledge of sustainable development with all stakeholders
 - When cooperating with other companies every employee should discuss sustainable matters.
 - The customers should be let known that the company supports sustainable development for example by letting customers know about the values of the company in brochures or on the internet sites.
 - The owners of the company should also be aware of sustainable development. The management should tell the owners how the company implements sustainability.
 - In some cases the company should be careful when discussing sustainability as not all stakeholders are committed to it or even consider it unnecessary.
 - It should not feel depressing or forcing for the stakeholders to act in the same way if they do not feel that sustainability presents their values.
 - The best way to share knowledge is telling examples of own actions.

Many principles are quite abstract actions and need lots of discussion. This might be difficult to implement in practice and needs strong will and efforts from the management of the company. The challenge might be to get everyone in the company committed to the same goal. One concrete way to implement these principles is to create a file which would include information of the products and the suppliers. The file could be available in the shop and any client would have access to browse it. There could be for example information of each product group in one page and a list of the suppliers, materials used in products and packaging, and origin countries. The products could be categorised according to principles presented in this chapter with stars of sustainability: the more stars the more sustainable the product would be. The suppliers would be let known about the file. This might encourage the suppliers to pay attention to sustainability.

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Attachments

Attachment 1. The factors of the analysis

	product	form of business	country	size	turnover
1	for sale	business gift	Finland Kotka region	very small	1 - 99 999
2	office	toys	Finland other region	small	100 000 -199 999
3		handicraft	Northern Europe	medium	200 000 - 399 999
4		publisher	Other part of Europe	large	400 000 - 999 999
5		sweets	Other	extra large	1 000 000 - 1 999 999
6		nature association	no info		over 2 000 000
7		other association			no info available
8		office products			
9		textiles			
10		other			

	employees	sust. on web	recycled materials	material	packing
1	0 - 4	yes	all	new	single packing
2	5...9	no	partly	partly recycled	multi packing
3	10...19		no	recycled	no packing
4	20 - 49			recycled and or	no info
5	50 - 99			organic	
6	over 100			organic and new	
7	no info available			Fair Trade	
8					
9					
10					

Attachment 2. Data of the suppliers

		product	business area	country	turnover	employees	sust. on web	recycled m
1	Art for a Reason	1	10	3	7	7		2
2	Cova Collection	1	2	3	7	7	2	3
3	Datagroup	2	8	1	5	3	2	3
4	Dokument-Tarra	2	8	2	7	3	2	3
5	Eco Furn	1	3	4	2	1	1	2
6	Edita	1	4	2	6	5	1	3
7	Globe Hope	1	9	2	5	3	1	1
8	Idea-Rapsakka	1	3	1	7	1	2	2
9	Iittala	1	1	2	6	6	1	2
10	Itella/posti	1	10	2	7	6	1	
11	Jave Trading Oy	1	1	1	5	2	2	3
12	Jukka Nurminen/Abyss /	1	10	2	3	1	2	3
13	Kal.museo tilimyynti	1	7	2	7	1	2	3
14	KaPa	1	7	2	7	3	1	3
15	Kaskein Marja	1	5	1	6	3	2	3
16	kaupungin varasto/Seutu	1	10	1	6	6	2	3
17	Kirjavälitys	1	4	2	6	6	2	3
18	Kopioklubi	1	10	1	2	1	2	3
19	Kouvolaan Lakritsi	1	5	1	6	3	2	3
20	Kulurin Sydän	1	3	1	7	1	2	3
21	Kultasuklaa	1	5	2	5	3	2	3
22	Kuutsalo-seura	1	8	1	7	1	2	3
23	Lasiruusu	1	3	2	2	1	2	3
24	Laurén	1	5	2	7	1	2	3
25	Like	1	4	2	6	3	2	3
26	Maahenki	1	4	2	4	1	2	3
27	Maia Raitanen	1	10	2	7	1	2	3
28	Mastermark	1	1	2	6	5	2	3
29	Metsähallitus/Sanser	1	10	2	7	6	1	3
30	Mikebon	1	9	2	6	4	2	3
31	Napakka	2	8	2	6	2	2	2
32	Otava/kirjavälitys	1	4	2	6	6	1	3
33	Paletti	1	10	2	6	5	1	3
34	Pehmo-putiikki	1	2	2	1	1	2	3
35	Pinetta/Desing Hill	1	1	2	6	3	1	2
36	Pohjan Akka tilim.	1	3	1	7	1	2	3
37	Porvoon paja	1	3	1	7	1	2	3
38	Puuvekotin	1	3	2	7	1	2	2
39	Pidä Saaristo Siistinä ry	1	6	2	7	3	1	2
40	Sanser	1	1	2	6	3	2	2
41	Samotti	1	3	2	7	1	2	2
42	Siver Fish/Kultaliekki Oy	1	3	2	2	1	2	2
43	SLL	1	6	2	4	1	1	2
44	Suomen Historiapelit	1	10	2	1	1	2	3
45	Tammi	1	4	2	6	5	2	3
46	tilim. Elina Nuortie	1	10	2	7	1	2	3
47	tilim. Jukarainen	1	10	2	7	1	2	3
48	tilim. Kaunissaariseura	1	7	1	7	1	2	3
49	tilim. Patakolmonen	1	4	2	7	1	2	3
50	tilim. Tapani Räsänen	1	10	2	7	1	2	3
51	tilim. Varesvuo	1	10	2	1	1	2	3
52	tilimyynti Doc Art	1	10	2	7	1	2	3
53	Wild Republic	1	2	3	7	7	2	2
54	Windyway	1	1	2	1	1	2	3
55	Visadesing	1	3	1	7	1	2	2
56	Vivantti	1	2	2	7	1	2	2
57	WSOY	1	4	2	6	6	2	3
58	WWF	1	6	2	7	4	1	2
59	Yrityskirjat	1	4	2	2	1	2	3

Attachment 3. Data of the products

Textiles	company	field of business	country of the company	origin country	materials	packing	
203	Tuulta Purjeissa -huivi	kaupungin varasto	10	1	5	1	1
204	Hanna Hauki t-paita	Mikebon	9	2	5	1	1
206	Lippis (kala)	Mikebon	9	2	5	1	2
207	Globe Hope t-paita	Globe Hope	9	2	2	5	3
209	Vonkale kassi	Globe Hope	9	2	2	2	3
210	Fisu kukkaro	Globe Hope	9	2	2	2	3
211	Hauki-paita, lasten	Mikebon	9	2	5	1	1
215	Kansallispuisto t-paita	Metsähallitus/M.Ke	10	2	5	1	1
217	Kalapaita Maretarium	Mikebon, oma kuva	9	2	5	1	1
	Hauki-paita	Mikebon	9	2	5	1	1
220	Vellamo-tuote	Vellamo	10	1	2	1	4
Jewelry							
302	Kaulakoru lahjapaketti	Samotti	3	2	2	1	1
303	Kaulakoru keraaminen	Samotti	3	2	2	1	3
304	Kaulakoru 2-laatu	Samotti	3	2	2	1	1
306	Lasikoru	Pohjan Akka tilim.	3	1	4	1	3
310	Korvakoru hopea	Siver Fish	3	2	4	1	1
311	Korvakoru hopea	Silver Fish	3	2	4	1	1
312	Hopeariipus	Silver Fish	3	2	4	1	1
313	Hopeariipus	Silver Fish	3	2	4	1	1
314	Hopeariipus	Silver fish	3	2	4	1	1
315	Hopeakoru	Silver Fish	3	2	4	1	1
320	Silakkakoru	Kulkurin Sydän	3	1	6	1	1
321	Silakanruoto koru	Kulkurin Sydän	3	1	6	1	1
322	Silakkamagneetti	Kulkurin Sydän	3	1	6	1	3
323	Silakkakoriste	Kulkurin Sydän	3	1	6	1	3
324	Helmikala	Kulkurin Sydän	3	1	6	1	3
325	Riipus tina	Ajan koru	3	2	6	1	1
326	Solmioneula	Ajan koru+Wood Jew	3	2	6	1	1
327	Pinssi tina	Ajan koru	3	2	6	1	1
330	Avaimenperä/pullonkorkki	Wood Jew el	3	2	6	1	1
Pins, stamps							
401	Kotka-pinssi, merikaupunki		10	1	5	1	1
	Kotka-pinssi, vaakuna		10	1	5	1	1
402	kalapinssi	Mastermark	1	2	5	1	1
403	kansallisp.pinssi	Metsähallitus/M.Ke	10	1	5	1	1
404	kansallisp.hihamerkki	Metsähallitus/M.Ke	10	1	5	1	1
405	Maretarium-pinssi	Jave Trading Oy	1	1	5	1	1
406	WWF pinssi	Sanser	1	2	5	1	1
420	postimerkki 1 kl, vaihdettu p	itella	10	2	6	1	2
421	postimerkki 2 lk	itella	10	2	6	1	2
424	Hailiheijastin	kaupungin varasto	10	1	5	1	1
Postcards							
501	Kotka-kynä	kaup. varasto	10	1	5	1	2
502	Postikortti A4	KaPa	7	2	2	1	3
503	Kortti Maretarium	Kopioklubi	10	1	1	1	3
	Kortti Kotka, invalidit	Kotkan Seudun Inv.	7	1	2	1	3
	Kortti Kotka, Paletti	Paletti	10	2	2	1	3
	Kortti maakuntakalat	KaPa	7	2	2	1	3

	Jukka Nurminen	J. Nurminen	10	2	2	1	3
	Pekka Vainio		10	1	2	1	3
	Vellamo		10	1	2	1	3
	Maretarium	Kopiokotka, oma ko	10	1	1	1	3
	Markku Kauris		10	1	2	1	3
	Norppa	SLL	6	2	2	1	3
	Kymenlaakson Kalevalaiset tilimyyn		7	1	2	1	3
	Pelastakaa lapset rt	Arja Kokkonen tilim	7	1	1	1	3
504	Kalojen nimet 2 kpl	Kopioklubi	10	1	2	1	3
505	Kalojen nimet 7 kpl	Kopioklubi	10	1	1	1	3
506	Kortti kukka-aihe 10 x 19 cm	Leila Katajameri tilin	10	1	6	1	3
507	Korttisarja J.Nurminen/Maretarium		10	2	6	1	3
508	Finpages-luettelo	tilimyyn	4	2	6	1	3
509	Baltic Sea kortti + kirjekuori	Art for a Reason	10	3	6	1	3
510	Baltic Sea taulu	Art for a Reason	10	3	6	1	3
511	Muistikirja ahven/särki	Porvoon paja	3	1	5	1	3
512	Vieraskirja silakka	Porvoon paja	3	1	5	1	3
520	Hanna Hauki -tarra	oma tekemä	10	1	5	1	3
521	Tarra pieni	Wild Republic	2	3	5	1	2
522	Saippuakuplakynä	Wild Republic	2	3	5	1	2
523	Tarra iso	Wild Republic	2	3	5	1	2
524	Lyijykynä	Wild Republic	2	3	5	1	2
535	Paristot	Vivantti	2	2	5	1	2
Games							
601	kala-/lintumuistipeli	Kapa	7	2	2	1	3
602	kalapelikortit	Kapa	7	2	2	1	3
604	Pelikortit	Kapa	7	2	2	1	3
605	Ötökkäboxi	Idea-Rapsakka	3	1	1	1	3
606	Lotja-puuhapaketti	Idea-Rapsakka	3	1	1	1	3
609	Kuninkaantie-peli	Suomen Historiapeli	10	2	6	1	3
611	Ekovene	Puuekotin	3	2	2	1	3
612	Hyrrä	Puuekotin	3	2	2	1	3
613	Klik klak taikapalikat	Puuekotin	3	2	2	1	3
630	Kotkan ympäristöpeli	tilimyyn	10	1	2	1	3
634	Domino	Wild Republic	2	3	5	1	2
635	Slide puzzle	Wild Republic	2	3	5	1	2
636	Palapeli numerot	Wild Republic	2	3	5	1	2
637	Palapeli Suomi	Vivantti	2	2	5	1	2
638	Venepakkaus	Wild Republic	2	3	5	1	2
639	Junapakkaus	Wild Republic	2	3	5	1	2
640	Palapeli puinen	Wild Republic	2	3	5	1	2
641	Merenelävät	Wild Republic	2	3	5	1	2
642	Käärme	Wild Republic	2	3	5	1	2
643	Sukeltaja ja kalat	Wild Republic	2	3	5	1	2
644	Palapeli 50 palaa	Wild Republic	2	3	5	1	2
645	Magneettipeli	Wild Republic	2	3	5	1	2
646	Hylyperhe	Wild Republic	2	3	5	1	2
647	Eläinpakkaus	Wild Republic	2	3	5	1	2
650	Superpallo	Wild Republic	2	3	5	1	2
	Superpallo	Vivantti	2	2	5	1	2

Kitchen						1	
800	Muki, oma kuva	Iittala	1	2	6		2
801	Kotka-muki	kaupungin varasto	10	1	5	1	2
802	Voiveitsi Kotka	Visadesing	3	1	2	5	3
803	Kahvilusikka Kotka	Visadesing	3	1	2	6	3
805	Kansallispuisto muki	Metsähallitus/M.Ke:	10	1	5	1	2
806	Baltic Sea tarjotin	Art for a Reason	10	3	6	1	2
807	Baltic Sea lasinaluset	Art for a Reason	10	3	6	1	2
810	pannunalunen 3 kalaa	Eco Furn	3	4	4	5	3
811	pannunalunen 4 kalaa	Eco Furn	3	4	4	5	3
812	pannunalunen 6 kalaa	Eco Furn	3	4	4	5	3
WWF							
1100	Kalanruoto-/pandapaita WW	Sanser	1	2	5	1	1
1101	WWF-kangaskassi	Sanser	1	2	5	7	2
1102	Urban-lippis WWF	Sanser	1	2	5	1	2
1103	Kaulanauha WWF	Sanser	1	2	5	1	2
1104	Pipo WWF	Sanser	1	2	5	1	2
1105	Oranki t-paita	Sanser	1	2	5	5	1
1106	Oranki-kassi	Sanser	1	2	5	7	2
1107	Sateenvarjo WWF	Sanser	1	2	5	1	1
1108	Kylpypyyhe WWF	Sanser	1	2	5	7	1
1109	Sammakko lasten t-paita	Sanser	1	2	5	1	1
1110	Bambu-lippis	Sanser	1	2	5	7	2
1111	Tukiranneke WWF	Sanser	1	2	5	1	3
1112	Asiakirjatasku GH	Sanser	1	2	2	3	3
1113	Nahkiainen lompakko GH	Sanser	1	2	2	3	3
1114	Viivotin WWF	Sanser	1	2	5	3	2
1115	Käsiptyyhe	Sanser	1	2	5	7	1
1116	Ekokassi	Sanser	1	2	5	5	3
1117	Muki WWF	Sanser	1	2	5	1	2
1118	Lasten pipo, vihreä	Sanser	1	2	5	1	2
1119	Panda heijastin	WWF	6	2	5	1	2
1120	Kynä fsc-puusta	Sanser	1	2	5	6	2
1121	Kangasmerkki WWF	Sanser	1	2	5	1	3
1122	Tuubihuivi	Sanser	1	2	5	1	1
1123	Sormikkaat	Sanser	1	2	5	1	2
1124	Panda hiirialusta WWF	Sanser	1	2	5	3	2
1125	Avaimenperäkuukaro	Sanser	1	2	5	6	2
1126	Penaali	Sanser	1	2	5	6	2
1127	Kompostoituva kynä	Sanser	1	2	5	5	2
1128	Kaiku ostoskassi	Sanser	1	2	5	7	2
1130	Pehmolelu WWF	WWF	6	2	5	1	2
1131	Fleecepeitto	Sanser	1	2	5	1	1
1132	Huulivoide greippi-sitruuna	Sanser	1	2	5	1	2
1133	Saippua-lahjarasia	Sanser	1	2	5	1	2
1134	Sheavoi laventeli	Sanser	1	2	5	1	2
1136	Karhunpentu WWF	Sanser	1	2	5	1	2
1137	Jänispehmo	Sanser	1	2	5	1	2
1138	Monitoimiaterin	Sanser	1	2	5	5	2
1140	Reppu WWF	WWF	6	2	5	3	2

Books

1202	Suomen rapu	Edita	4	2	2	1	2
1203	Sukellus pimeyteen	Tammi	4	2	2	1	2
1204	Kalat Suomen luonnossa	Kirjavälitys	4	2	2	1	2
1205	Suomen kalojen tunnistusopas	Kapa	7	2	2	1	2
1206	Kesämökin kalaherkut	WSOY	4	2	2	1	2
1207	Hellahuoneesta maailman m	Leena Grünari tilim.	10	1	2	1	2
1208	Aaltojen alla	Like	4	2	2	1	2
1209	Iso kalakirja	WSOY	4	2	2	1	2
1210	Kiva Kalastaa	WSOY	4	2	2	1	2
1211	Näin ennen	Kal.museo tilimyynt	7	2	2	1	2
1212	Kalastusmuseo sanoin ja ku	Kal.museo tilimyynt	7	2	2	1	2
1213	Puukoukusta trooliin	Kal.museo tilimyynt	7	2	2	1	2
1214	Puukoukusta Rapalaan	Kal.museo tilimyynt	7	2	2	1	2
1215	X Kalastusmuseopäivät	Kal.museo tilimyynt	7	2	2	1	2
1216	Mustaviiri-julkaisu	SLL Kymenlaakso	6	1	2	1	2
1217	Metsäpäiviä		10	2	2	1	2
1218	Suomalaiset kalaherkut	Kirjavälitys	4	2	2	1	2
1219	Suomalainen kalaopas	WSOY	4	2	2	1	2
1220	Outo kala	tilim. Jukarainen	10	2	2	1	2
1221	Ruodotonta kalaa	tilim. Kokkikolmonen	4	2	2	1	2
1222	Maakuntien kalaruuat	tilim. Kokkikolmonen	10	2	2	1	2
1223	Kaunissaari kirja	tilim. Kaunissaarise	7	1	2	1	2
1224	Lintuvesien äärellä	Kostet/Varesvuo	10	2	2	1	2
1225	Kuuhu, koukussa saaristoon	tilim. Elina Nuortie	10	2	2	1	2
1226	Lähdetään kalaan	Otava/kirjavälitys	4	2	2	1	2
1227	Selviytyjät, lumen ja jään lintu	tilim. Varesvuo	10	2	2	1	2
1228	Fish from Finland	Yrityskirjat	4	2	2	1	2
1229	Hylkeet	Maanhenki	4	2	2	1	2
1230	Suomen suvi	tilim. Tapani Räsänen	10	2	2	1	2
1231	Kalamiehen pikkujättiläinen	WSOY	4	2	2	1	2
1232	Maailman kaunein saaristo	WSOY + 10 kpl tilim.	4	2	2	1	2
1233	Suomi ilmasta & Finland from	WSOY, + 15 kpl tilim.	4	2	2	1	2
1234	Kevät, kesä, syksy (Hutri, E	WSOY	4	2	2	1	2
1235	Topi Tarhakäärmeen uskon	WSOY	4	2	2	1	2
1236	Luonnon poluilla -kirja, TR9,	SLL	6	2	2	1	2
1237	Ulos ja kalaan kirja	SLL	6	2	2	1	2
1238	Lintukirja	SLL	6	2	2	1	2

Posters

1252	Juliste 4 erilaista	Jukka Nurninen	10	2	6	1	1
1253	Juliste Suomen kaloja/Pihap	KaPa	7	2	6	1	1
1255	Kala-juliste	Maia Raitanen	10	2	6	1	1

Calenders

1261	Puutarhakalenteri, puoleen I	Leila Katajameri, tilim.	10	1	4	1	3
1262	Luontokalenteri	Pekka Vainio, tilim.	10	1	6	1	3

DVD

1271	Jokiemme helmet -dvd	tilimyynti Doc Art	10	1	6	1	1
1272	Kuutsalo-valssi -cd	Kuutsalo-seura	7	1	6	1	1
1273	Äänikirja Topi Tarhakäärme	WSOY	4	2	6	1	1
1274	Kansanluonto -dvd	tilimyynti Doc Art	10	1	6	1	1

Sweets

1301	suklaasilakka	Kultasuklaa	5	2	2	1	2
1304	suklaatikkari	Laurén	5	1	4	1	1
1305	Hanna Hauki laku	Kouvolan Lakristi	5	1	1	1	2
1306	Marjamäti	Kaskein Marja	5	1	1	1	2
1307	Suklaatikkari Hanna Hauki	Kultasuklaa	5	2	2	1	1

Plush

1401	kuutti	Vivantti	2	2	5	1	2
1402	Villasaksirapu	Cova Collection	2	3	5	1	1
1403	Kuningasrapu	Cova Collection	2	3	5	1	1
1404	Pehmoahven	Vivantti	2	2	5	1	2
1405	Iso sammakko	Cova Collection	2	3	5	1	2
1406	Itsy bitsies, pikku pehmo	Wild Republic	2	3	5	1	2
1407	Rapu cuddlekings	Wild republic	2	3	5	1	2
	Rapu	Vivantti	2	2	5	1	2
	Hylje cuddlekings	Wild republic	2	3	5	1	2
1408	Hyönteinen, ääntelevä	Wild Republic	2	3	5	1	2
1409	Laulava lintu	Wild Republic	2	3	5	1	2
1410	Hanna Hauki -pehmo	Mastermark/Nexet	1	2	5	1	2
1411	Magneetti pehmo	Cova Collection	2	3	5	1	2
		Wild Republic	2	3	5	1	2
1412	Kuutti pieni	Vivantti	2	2	5	1	2
		WR	2	3	5	1	2
		cova Collection	2	3	5	1	2
1413	pehmo kännykkäkoru	Cova Collection	2	3	5	1	2
1414	Pehmokala iso	Vivantti	2	2	5	1	2
1415	Pehmokala pieni	Vivantti	2	2	5	1	2
1416	sammakko	Cova Collection	2	3	5	1	2
	sammakko	Vivantti	2	2	5	1	2
	sammakko	Wild republic	2	3	5	1	2
1418	Käärme 130 cm	Wild republic	2	3	5	1	2
1419	Jättihauki tai -lohi	Vivantti	2	2	5	1	2
1420	Iso hylje	WR	2	3	5	1	2
1421	Norppa	Vivantti	2	2	5	1	2
1422	Sorsa	Vivantti	2	2	5	1	2
1423	Hylje Fuzzy fellos	WR	2	3	5	1	2
1424	Hylje	Cova Collection	2	3	5	1	22
1425	Hylje organic	Wild republic	2	3	5	5	2
1426	Saukko	Vivantti	2	2	5	1	2
1427	Leppis, pöllö, siili	Cova Collection	2	3	5	1	2

Norppa

1501	Norppa-kassi	Mikebon	9	2	5	1	3
1502	Olkalaukku Norppa	Mikebon	9	2	5	1	3
1503	Kylpypyyhe norppa	Mikebon	9	2	5	5	1
1504	Luomutee Rooibos	Mikebon	9	2	5	6	3
1505	Reilun kaupan kahvi	Mikebon	9	2	5	7	3
1506	Pullonavaaja	Mikebon	9	2	5	1	3
1507	Norppa-sukat	Mikebon	9	2	5	5	3
1508	Norppa t-paita	Mikebon	9	2	5	5	3
1509	Sauna- tai w ckyllti Norppa	Mikebon	9	2	5	1	3

1510	Juliste norppa/merikotka	SLL	6	2	2	1	1
1511	Karhu-lehtiö A4	SLL	6	2	2	3	3
1512	Norppa-lehtiö A5	SLL	6	2	2	3	3
1513	Lohi-lehtiö A7	SLL	6	2	2	3	3
1514	Avolehtiö A4	SLL	6	2	2	3	3
1515	Ruutulehtiö A5	Mikebon	9	2	2	3	3
1516	Posti-it tarralaput, yksittäin	SLL	6	2	2	3	3
1517	Piirustuslehtiö	Mikebon	9	2	2	3	3
1518	Korostuskynä	SLL	6	2	5	1	3
1519	Kirjeensulkijatarrat	SLL	6	2	5	1	3
1522	Norppa- heijastin	Mikebon	9	2	5	1	1
Ornaments							
1601	magneetti	Vivantti	2	2	5	1	3
	magneetti, Suomen lippu	Vivantti	2	2	5	1	1
	magneetti, S. lippu silikoonia	Vivantti	2	2	5	1	1
	magneetti lohi	Pehmo-putiikki	2	2	5	1	1
	magneetti Suomi pullonavaaja	Happy Orange	1	2	5	1	1
	hauki/lohi	Vivantti	2	2	5	1	1
	Suomen kartta pullonavaaja	Happy Orange	1	2	5	1	1
	Hanna Hauki puinen	Vivantti	2	2	5	1	2
	Hauki ja Ahven puiset avain	Vivantti	2	2	5	1	2
1603	Avaimenperä messinkinen	Vellamon kautta	10	1	5	1	2
1606	Avaimenperä pehmo	Cova Collection	2	3	5	1	2
		Vivantti, ahven	2	2	5	1	2
		Vivantti, hauki	2	2	5	1	2
1607	Suomi magneetti	Windyway	1	2	5	1	1
	Suomen kartta metallinen	Happy Orange	1	2	5	1	1
	Ahven/särki keraaminen	Porvoon Paja	3	1	2	1	3
1608	Kansallispuisto magneetti	Metsähallitus/M.Kes	10	1	5	1	1
1610	Lasinorppa pieni	Lasiruusu tilim.	3	1	4	2	1
1611	Lasinorppa iso	Lasiruusu tilim.	3	1	4	2	1
1612	Lasijoutsen/kissa	Lasiruusu	3	1	4	1	2
1613	Lasipääsky/muna	Lasiruusu	3	1	4	1	2
1614	Lasikala	Lasiruusu	3	1	4	1	2
1615	Lasipingviini	Lasiruusu	3	1	4	1	2
1616	Keraaminen kalakoriste	Samotti	3	2	2	1	2
1617	Koriste hauki tai simppe	Porvoon Paja	3	1	2	1	2
1618	Koriste kampela tai ahven	Porvoon Paja	3	1	2	1	2
1619	Koriste silakka	Porvoon Paja	3	1	2	1	2
1620	Koriste muikku	Porvoon Paja	3	1	2	1	2
1630	Pikku paatti	Puuvekotin	3	2	2	1	2
Roope							
1701	Roope marikassi	Pinetta/Desing Hill	1	2	2	3	3
1702	Roope huivi	Pinetta/Desing Hill	1	2	5	1	1
1703	Matonpesuneste/tiskiaine	Pinetta/Desing Hill	1	2	5	6	2
1704	Roope Muumi	Pinetta/Desing Hill	1	2	2	6	2
1705	Rapala-uistin	Pinetta/Desing Hill	1	2	5	1	2
1706	Roope muki	Pinetta/Desing Hill	1	2	5	1	2
1707	Roope pyyhe	Pinetta/Desing Hill	1	2	5	5	1
	valokuva, kehystetty	Pekka Vainio, tilim.	10	1	2	1	3
	Albatrossi-taulu	Gelleria Ferin, ei las	10	2	2	1	3

hinnoittelijan nauha	Datagroup	8	1	5	1	2
kassakoneen nauha	Datagroup	8	1	5	1	2
maksupäättteen nauha	Datagroup	8	1	5	1	2
silkkipaperi	Napakka	8	2	5	1	2
sellofaanipussi silakoille	Napakka	8	2	5	1	2
sellofaanipussi 7x10 cm	Napakka	8	2	5	1	2
kierrätysmuovikassi logo 25	Napakka	8	2	2	3	2
kierrätysmuovikassi logo 40	Napakka	8	2	2	3	2
sellofaanipussi lakuille	Napakka	8	2	5	1	2
korttipussi eko	Napakka	8	2	5	3	2
Hanna Hauki -tarra	Dokument-Tarra	8	1	5	1	2

Attachment 4. The business ideas of the suppliers

No	idea of the company
1	was founded to incite people to better care for nature, using art as a tool to convey this message. The first engagement is dedicated to the Baltic Sea
2	To make a charming quality product which in its form and design clearly stands out from mass-produced toys - and at the same time is reasonably priced.
3	Office solutions, computers, cashiers, maintenance
4	Efficient, flexibel and trustfull co-operator, hight quality and availability
5	Our desing and production follow the path sustainability
6	"We seek to fulfill our customers' needs for information and to assist our customers with their tasks of sharing information."
7	innovative Finnish design company that makes ecological design out of recycled materials.
8	The common factor of the products is Finnish nature
9	Wide and respected product range of Finnish brands
10	The goal is that the success of the company supports also the welfare our stakeholders.
11	The main isdea is to produce asnd offer allways new ideas to our customers, anmd to prepare an individual product which responds to the challenges of this time.
12	Works to protect the Baltic Sea by photographing underwater life. Promotes the protections of the Baltic Sea e.g. by arranging exhibitions
13	Fishing museum , saves the fishing culture in Finland
14	Promotes and developes Finnish fishing industry. Fishers and concumers should be able to enjoy pure fish of high quality and also be able to enjoy of the nature.
15	Produces nature related products
16	Provides purchasing services and supports clients in the procurement process at all stages of high-quality and cost-effective contracts to achieve.
17	Develops and produces, together with their clients a cost-effective services to the book industry.
18	a versatile, long line printing company in the field, modern technology and experience
19	Over 60 years experinece of producing liquirice
20	handicrafts
21	Handmade chocolate
22	Promotes development of the villages in archiplego Kuutsalo
23	handicrafts
24	sweets
25	Publisher which want to expand the consciousness with literature
26	Publishes books which handle nature, countryside, art and every day life
27	Illustrator
28	Leading business gift and promotion product company in Nordic countries
29	Metsähalitus provides natural resources sector services to a diverse customer base, from private individuals to major companies.
30	Specialized on producing souvenirs and textiels
31	Produces bags, also recycled materials
32	Publisher since 1890
33	Long history quarantees the knowledge of the business field

34	
35	Family company which is developing all the time quarantees products of high quality and trustfull transportation
36	
37	Family owned handicraft company
38	Pordices wooden products, which are dafe and last long
39	A nationwide non-profit organisation active in environment protection in many fields: waste collection, recycling, information and education.
40	Business gift company, long relations to suppliers
41	handicrafts
42	handicraft of silver
43	Nature preservation organisation
44	History games lead players through the centuries
45	Publishes Finnish and foreign literature of high quality
46	Illustrator and photographer (nature)
47	author, fisher
48	association which promotes Kaunissaari island
49	Healthy Finnish food receipts
50	Photographer, nature
51	Photographer, birds
52	DocArt's business idea is to produce films and programmes about nature and human nature for both television and cinemas.
53	Fun comes naturally at Wild Republic because we educate children about the beauty and wonders of nature in entertaining and creative ways.
54	Business gifts since 1993
55	handicraft
56	Family company since 1966. main product groups toys nowadays
57	Publishes versatiely Finnish and foreing literature
58	International nature protection organisation
59	Publishes professional literature
Source: web sites of the company	

No	other comments
1	
2	
3	local entrepreneurs are important
4	
5	packing, transportation and material (wood)
6	social responsibility report on websites, first report 2010, responsibility one of the values
7	sustainable development is the key idea
8	part of material is from nature
9	Sustainable 360 years, long lasting products
10	Social, ecological, economical responsibility explained
11	Also Finnish, wooden products
12	Protection of the Baltic Sea, not sustainability issues
13	
14	Environment program, cleaning of the waters, sustaining biodiversity
15	Finnish berries and mushrooms
16	Produce services in the municipal sector for management and support functions and value to our customers a competitive resource-saving.
17	Environment certificatein transport
18	
19	
20	
21	Emphasis on Finnish and local raw materials
22	
23	
24	
25	
26	
27	
28	Quality is important
29	Environmental issues
30	Cooperation with SLL, special washing machine
31	
32	Responsibility of Finnish culture, environmental programme
33	cooperation with charity organisations

34	
35	avainlippu, recycling, Finnish suppliers, local sport organisations
36	cultural heritage
37	
38	
39	
40	
41	
42	
43	
44	
45	Freedom of speech, quality and responsibility. Creativity, open mind and courage.
46	
47	
48	
49	writer, educator,
50	
51	
52	
53	We successfully provide a wide range of interactive and innovative toys that spark the imagination and make learning fun .
54	
55	
56	
57	
58	
59	
	Source:web sites of the company