Checklist

FOR EXISTING SAUNA FACILITIES TO ACHIEVE QUALITY CERTIFICATION

This checklist aims to guide your existing sauna facilities towards an elevated service that aligns with the prestigious Authentic Finnish Sauna Experience Quality Certificate offered by Sauna from Finland. This workbook emphasizes the comprehensive approach outlined in the sources, transforming your sauna from a simple amenity into a holistic, memorable experience.

A truly authentic Finnish sauna experience is not merely about achieving high temperatures. It's about a multi-sensory journey rooted in tradition, natural elements, and holistic well-being. Familiarize yourself with the eight core values that underpin the Authentic Finnish Sauna Experience Quality Certificate

UNDERSTANDING THE AUTHENTIC FINNISH SAUNA EXPERIENCE

1. Core Values

- ○ **Authenticity:** Employ natural materials, traditional design elements, and genuine Finnish sauna practices.
- ○ **Multi-sensory Experience:** Engage all senses through sight, sound, touch, taste, and smell.
- ○ **Presence and Relaxation:** Create a space that encourages mindfulness, tranquility, and escape from daily stresses.
- ○ **Well-being and Health:** Promote the health benefits of sauna through proper construction, hygiene, and information sharing.
- ○ **Contrast:** Offer invigorating contrast therapy through cold plunge pools, access to cold water, or even sensory variations within the sauna experience.
- ○ **Cleanliness:** Maintain impeccable hygiene standards throughout the facilities, exceeding customer expectations.
- ○ **Safety:** Prioritize safety at every stage, from sauna construction to user guidance and emergency preparedness.
- ○ **Responsibility:** Operate in a financially, environmentally, and socially responsible manner.

2. Evaluating Your Current Offerings

- ○ **Pre-Sauna Experience:** Consider the information provided to guests, accessibility of the location, design and cleanliness of changing rooms, availability of amenities, and staff knowledge and guidance.
- ○ **The Sauna Room:** Evaluate the cleanliness, safety features, ambiance, quality of steam, temperature control, ventilation, and overall design and materials used.
- ○ **Post-Sauna Experience:** Assess the cooling-off areas, relaxation spaces, availability of refreshments and additional services, and overall flow and ease of transition between different areas.

Based on your evaluation, create a prioritized action plan addressing areas where your facilities fall short of the quality standards. Develop an action plan for improvements.

3. Prioritize Improvements

- ○ **Critical Issues:** Address safety hazards, hygiene concerns, or significant deviations from Finnish sauna traditions as top priorities.
- ○ **Enhancing Authenticity:** Incorporate natural materials like wood, consider a wood-burning stove, and research traditional Finnish sauna design elements.
- ○ **Elevating the Sensory Experience:** Experiment with lighting, sound, and scent to create a calming and multi-sensory experience.
- ○ **Improving Amenities and Services:** Consider adding or upgrading amenities like cold plunge pools, showers, relaxation areas, or additional services like massage.
- ○ **Ensuring Accessibility:** Make necessary modifications to ensure your facilities are accessible to people with disabilities.

OVERALL PERFORMANCE RATING

- Exceeds Expectations
- Meets Expectations
- Needs Improvement

NOTES AND COMMENTS

DEADLINES

Checklist

FOR EXISTING SAUNA FACILITIES TO ACHIEVE QUALITY CERTIFICATION

Conduct a thorough assessment of your sauna facilities and services through the lens of the eight core values. Use the detailed checklists provided in the sources for each category: Sauna URBAN, Sauna NATURE & GARDEN, Sauna SPA, and Sauna UNIQUE.

UNDERSTANDING THE AUTHENTIC FINNISH SAUNA EXPERIENCE

4. Set Realistic Goals

- ○ **Budget:** Determine a realistic budget for renovations and improvements.
- ○ **Timeline:** Establish a feasible timeline for implementation, factoring in potential delays.
- ○ **Resources:** Identify necessary resources, including contractors, suppliers, and staff training.

Integrate sustainability and responsibility throughout your operations to align with the core values of the Authentic Finnish Sauna Experience.

5. Environmental Responsibility

- ○ **Energy Efficiency:** Invest in energy-efficient heaters, lighting, and appliances.
- ○ **Water Conservation:** Install low-flow showerheads, explore greywater recycling options, and encourage shorter showers.
- ○ **Waste Reduction:** Minimize waste by using reusable or biodegradable products and providing recycling bins.

6. Social Responsibility

- ○ **Accessibility:** Ensure facilities are accessible to people with disabilities.
- ○ **Inclusivity:** Create a welcoming and inclusive environment for all genders and backgrounds.
- ○ **Community Engagement:** Consider partnering with local businesses or organizations to enhance your offerings and support the community.

OVERALL PERFORMANCE RATING

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- Meets Expectations
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SAUNA RENOVATION CHECKLIST FOR EXISTING OWNERS

By embracing this comprehensive approach, you can transform your sauna facilities into a haven of relaxation, well-being, and authentic Finnish tradition. The Authentic Finnish Sauna Experience Quality Certificate shows your commitment to excellence and a valuable asset in attracting sauna enthusiasts seeking a truly memorable experience.

The journey doesn't end with certification. Continuously strive to maintain and improve your offerings to provide an exceptional and authentic Finnish sauna experience.

PLANNING AND IMPLEMENTATION

7. Applying for the Quality Certificate

- ○ **Contact Sauna from Finland:** Reach out to Sauna from Finland to express your interest in certification and learn about the application process.
- ○ **Expert Audit:** An expert auditor from Sauna from Finland will assess your facilities and services based on the quality criteria.
- ○ **Feedback and Refinement:** You'll receive detailed feedback and recommendations for any necessary refinements.
- ○ **Certification:** If your sauna experience meets the required standards, you'll be awarded the Authentic Finnish Sauna Experience Quality Certificate.

8. Maintaining and Promoting Your Authentic Experience

- ○ **Ongoing Maintenance:** Establish a regular maintenance schedule to ensure cleanliness, safety, and functionality of all facilities.
- ○ **Staff Training:** Provide ongoing training to your staff to enhance their knowledge of Finnish sauna traditions, customer service, and safety procedures.
- ○ **Marketing and Promotion:** Leverage your quality certification in your marketing and promotional materials to attract discerning customers seeking an authentic experience.

CATEGORY SELECTION

Which one of the four categories would fit your sauna facility?

AUTHENTIC FINNISH SAUNA EXPERIENCE
sauna FROM FINLAND

Sauna URBAN ☐

AUTHENTIC FINNISH SAUNA EXPERIENCE
sauna FROM FINLAND

Sauna UNIQUE ☐

AUTHENTIC FINNISH SAUNA EXPERIENCE
sauna FROM FINLAND

Sauna NATURE ☐

AUTHENTIC FINNISH SAUNA EXPERIENCE
sauna FROM FINLAND

Sauna SPA ☐

OVERALL PERFORMANCE RATING

- Exceeds Expectations
- Meets Expectations
- Needs Improvement

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