

A REGENT EVENT // 2026-01-28

From Ambition to Action



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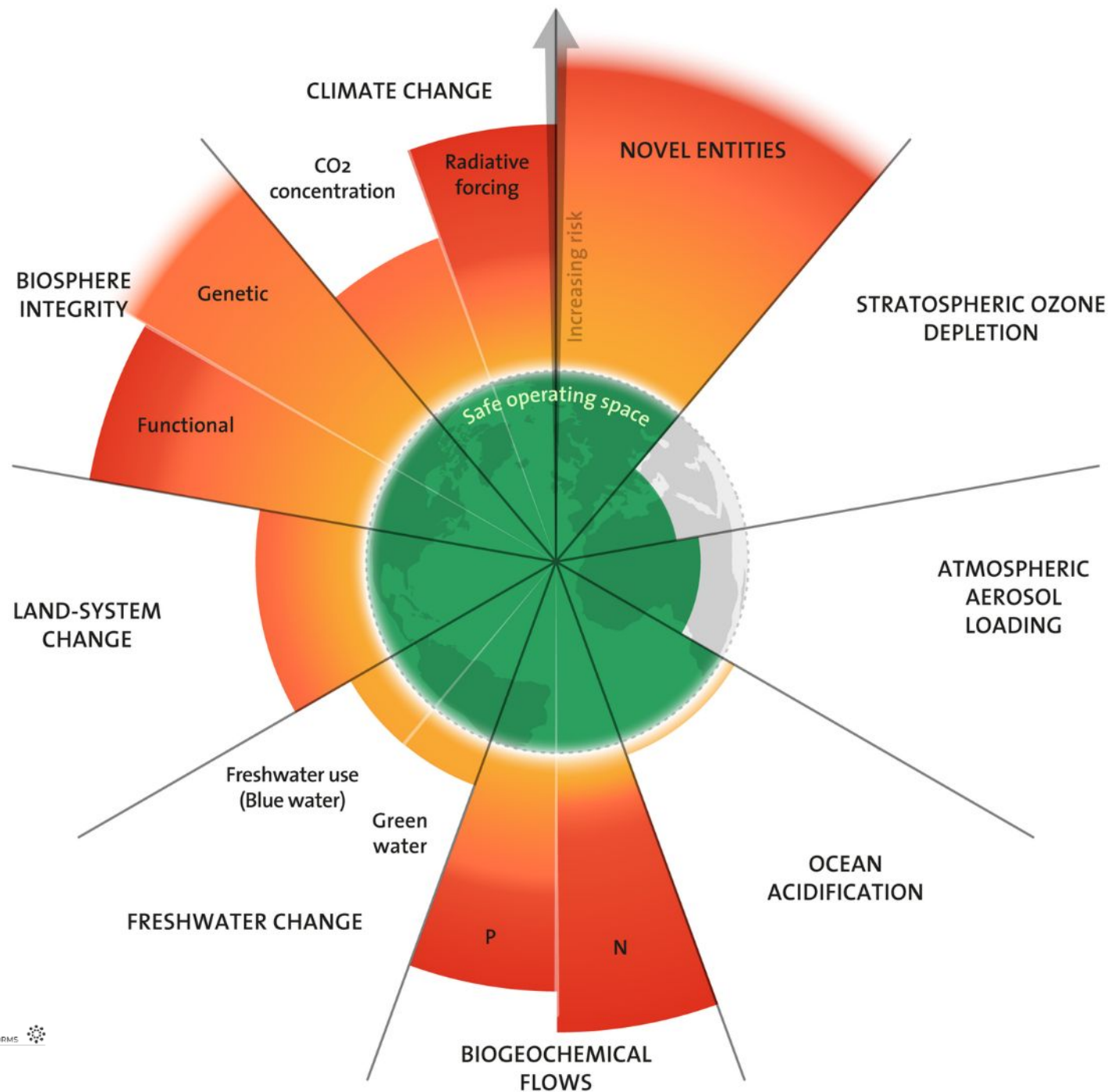


Regent

Agenda

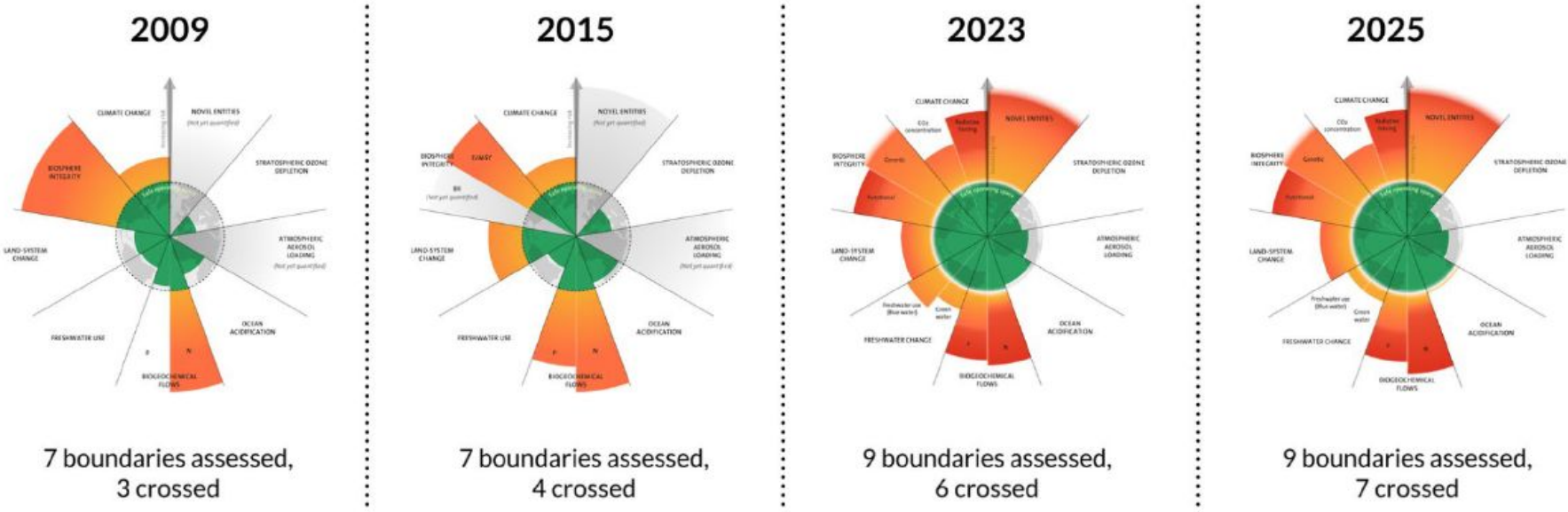
- Welcome
- RegenT Project
- Introduction to Regenerative Tourism
 - Regenerative Foundations
 - RegenT Projects
- Breakout Session Part 1
- Breakout Session Part2
- Next Steps





Sustaining Is No Longer *Enough*.

The planetary boundaries framework highlights the rising risks from human pressure on nine critical global processes that regulate the stability and resilience of the Earth.



MOST OF US ARE
HERE



REGENERATIVE

DEGENERATIVE

Conventional
Staying within law

Green
Less bad

Sustainable
No additional harm

Restorative
Improving nature

Regenerative
Participating as nature

Fundamental shift
in perspective

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The RegenT project platform develops a **regenerative tourism hub**, offering training, and policy recommendations for public authorities, DMOs, NGOs, and business support organisations **to make revitalisation and sustainable tourism a guiding strategy across the region.**

RegenT consolidates outcomes from **seven EU projects**, bringing together a consortium of **six project partners** and 25 associated organisations across 11 countries.

- Novia University of Applied Sciences, Finland
- Pomorskie Tourist Board, Poland
- Visit Skåne, Sweden
- Helmholtz-Zentrum hereon GmbH, Germany
- Kurzeme Planning Region, Latvia
- NGO Estonian Rural Tourism, Estonia



Platform Solutions

Knowledge Hub for Regenerative Tourism during 2026

- Tailored guidelines and recommendations
- Toolkits and guides
- Codesign with target groups
- Region-specific tools, case studies, and methodologies

Regenerative Destination Management Training Programme

- 3-month online training in six modules during 2027
- Seminars back-to-back with the EUSBSR Tourism Forums
- National workshops

Network

DMOs, policy makers and decision makers, public authorities, BSOs, NGOs, SMEs, EU networks, and more





Regenerative Tourism

REGENERATIVE FOUNDATIONS AND REAL-LIFE PROJECTS

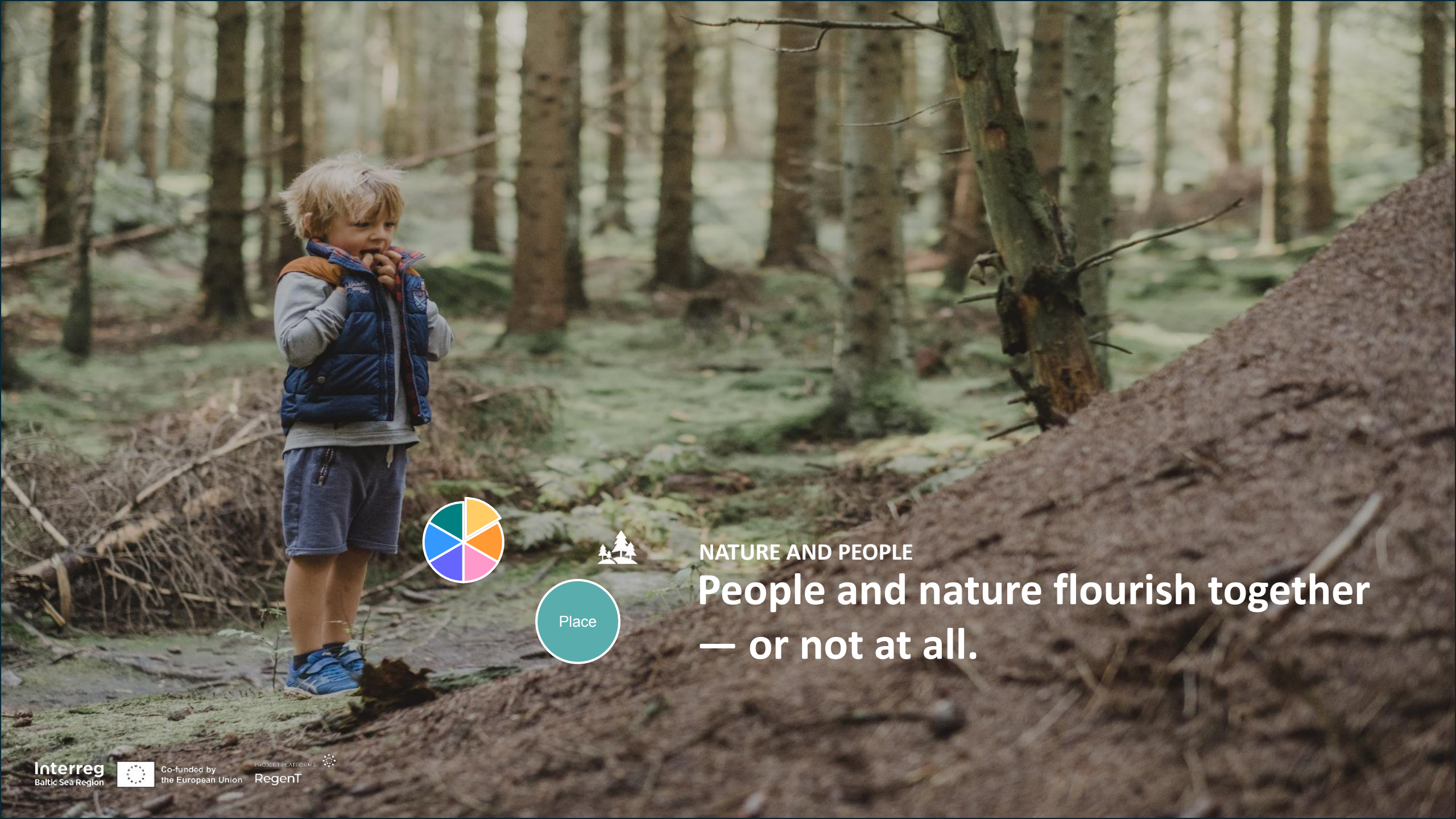
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NATURE AND PEOPLE

**People and nature flourish together
— or not at all.**

1. Nature and People

Regenerative tourism reconnects people and nature.

- **Living System:** Places are rich and complex social-ecological systems where people and nature are deeply interconnected.
- **Interdependence:** Tourism depends on healthy ecosystems, biodiversity, and cultural heritage – it is inseparable from nature and the people and cultures therein – visitors become part of this whole
- **Working with Nature:** Regenerative tourism respects natural rhythms and seasonality, supporting both ecological and human wellbeing.
- **Positive Natural Force:** Visitors and local people actively contribute to regeneration, acting together as a positive natural force that helps places flourish.



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Light in the Dark

Light in the Dark strengthens rural and coastal resilience by developing nature-based, off-season tourism experiences.

The project helps tourism SMEs create compelling low-season experiences rooted in nature, local lifestyle, and active outdoor adventure, responding to local market needs while working with the seasons.

Key contributions

- Addresses seasonality challenges and opportunities
- Supports balanced tourism flows year-round
- Enables locally rooted business innovation
- Restores natural capital
- Strengthens rural and coastal communities

For more information:

[Light in the Dark - Interreg Baltic Sea Region](#)





PEOPLE, COMMUNITIES AND VISITORS

**Places thrive when communities lead
and visitors belong.**

2. People, Community and Visitors

Regenerative tourism strengthens communities and cultures.

- **Community-Led:** Local people are at the heart of the story – they are the owners of the place, value and meaning that attract visitors
- **From Demand-driven to Supply-driven:** Regenerative tourism is shaped by what communities need and want to offer, not by external expectations or trends.
- **Authentic Connection and Exchange:** Cultural encounters are based on genuine sharing and learning, not performance or extraction.
- **Inclusion and Belonging:** Regenerative tourism actively includes and welcomes diverse and marginalised groups, strengthening social cohesion.
- **Local Value creation and Value Capture:** Tourism highlights unique, small-scale businesses and short value chains, making local investments and returning revenues locally.



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Access Routes

Access Routes makes nature and cultural tourism inclusive and accessible to all.

The project develops accessible travel routes, nature trails, and heritage sites with tactile, sensory, and interpretive elements, ensuring that people of all abilities can meaningfully experience places.

Key contributions

- Creates inclusive, accessible nature tourism destinations
- Develops tactile and sensory elements for people to use different senses to explore local culture
- Improves access for people with disabilities, seniors, families, and more
- Invests locally in nature and cultural heritage sites
- Strengthens shared duty of care for people and places

For more information:
[Access Routes | ESTLAT](#)





Place



PARTICIPATION, CO-CREATION, OWNERSHIP AND RESPONSIBILITY

Shared challenges need shared solutions.

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3. Participation, Co-creation, Ownership and Responsibility

Regenerative tourism enables meaningful multi-level multi-stakeholder collaboration for shared impact.

- **Comprehensive solutions:** Tackles complex issues that no single actor can solve alone by bringing together public and private organisations, visitors and communities.
- **Co-Creation:** Solutions are developed through diverse viewpoints, shared participation, co-design, and common values.
- **Knowledge and Learning:** Facilitates peer-to-peer learning, knowledge transfer, and capacity building across sectors.
- **Shared Ownership:** Fosters a sense of collective responsibility, accountability and commitment.
- **Efficient:** Combines resources and avoids duplicated efforts by aligning goals.



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3ST – Speeding up Sustainability Skills in Tourism

3ST explores multi-level collaboration models to better understand joint development of communities, regions and cities.

The project tests and evaluates multi-level collaboration models that engage stakeholders and create new value in the fields of energy, waste, and water management.

Key contributions

- Tests multi-level, multi-stakeholder collaboration models
- Researches and monitors stakeholder motivation and engagement
- Develops and shares models for value creation (Theory of Change)
- Reduces resource use in energy, waste, and water

For more information:
[3ST | Interreg North Sea](#)





FROM GROWTH TO VALUE

Value is what helps people and places thrive.



4. From Growth to Value

Regenerative tourism acknowledges that success looks different for each place.

- **Redefining Value:** What success looks like is determined by each individual place and its communities – they decide what is valuable.
- **New Ways of Measuring:** Regenerative tourism advocates for KPIs that reflect social and environmental value, such as resident satisfaction, cultural vitality, ecological health or biodiversity restoration, not just growth or profit.
- **True Cost Accounting:** Both positive and negative impacts of tourism are acknowledged and accounted for, but also what it costs to uphold the status quo.
- **Economy as a Means:** Economic activity serves higher goals such as human wellbeing and healthy ecosystems.



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BASCIL and Baltic Sea Food

BASCIL and Baltic Sea Food strengthen local food systems by linking food production with sustainable tourism.

The projects support rural food producers in diversifying into culinary tourism, preserving local food heritage, and creating place-based food experiences that generate long-term value for communities.

Key contributions

- Strengthen local farmers and small food producer communities
- Maintain and celebrate local food heritage and culinary identity
- Create place-based culinary experiences for visitors
- Support short, regional food supply chains
- Enable food producers to diversify into sustainable tourism services
- Increase resilience and economic value in rural areas



For more information:

[BASCIL - Interreg Baltic Sea Region](#)

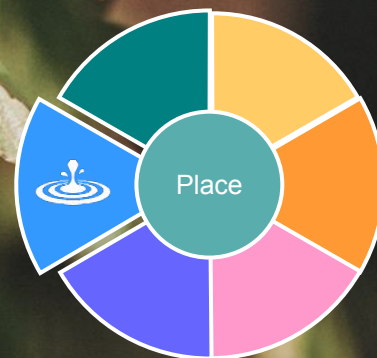
[Baltic Sea Food - Interreg Baltic Sea Region](#)

Place



SUSTAINABILITY AND REGENERATION

It's not about doing less harm —
it's about doing more good.



5. Sustainability and Regeneration

Regenerative tourism creates net-positive impact.

- **From Net Zero to Net Positive:** Tourism shifts from minimising harm and balancing impacts to actively doing more good.
- **Beyond Sustainability:** Recognises current efforts and builds on sustainable practices, taking them further.
- **Active Restoration:** Prioritises the regeneration of places, reshaping activities and experiences to help restore and revitalise ecosystems, cultures, and communities.
- **Future Focus:** Decisions prioritise future generations and long-term vitality over short-term gains.
- **Change of Mindset:** Regeneration requires new ways of thinking and reduced over-consumption.



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ReTour

ReTour develops regenerative tourism experiences that actively contribute to better places.

The project supports destinations in investigating local needs and co-creating nature-, gastronomy-, and culture-based experiences where the specific conditions of place and community determine what is developed.

Key contributions

- Develops regenerative, nature-positive tourism experiences
- Creates new business models rooted in place-based value
- Positions destinations as regenerative tourism destinations
- Focuses on unexpected, locally defined experiences
- Strengthens inclusive collaboration between communities, businesses, NGOs, and authorities
- Adds value to places while deepening visitor meaning

For more information:

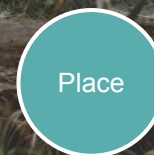
ReTour - Interreg South Baltic Programme 2021-2027





DUTY OF CARE

Caring for a place is caring for the future.



6. Duty of Care

Regenerative tourism acts as a guardian of places.

- **Tourism Serves Its Places:** Tourism exists to support destinations, not the other way around.
- **Stewardship Role:** Tourism takes role as a guardian of nature, culture, and communities; restoring traditional, local and indigenous practices.
- **Respecting Planetary Boundaries:** Regenerative tourism operates within ecological limits to address the triple planetary crises.
- **Positive Catalyst:** Positive impacts of tourism are leveraged to help solve social and environmental challenges.



6. Duty of Care

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BEACH-SOS

BEACH-SOS helps make coastal tourism destinations climate-smart and resilient in the face of climate change.

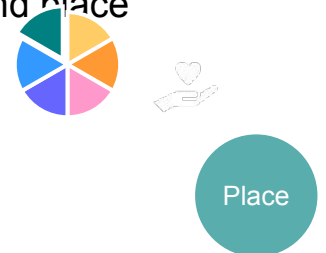
The project supports authorities, businesses, and local communities in adapting to climate change, protecting beaches and coastal ecosystems, and securing sustainable recreation, tourism, and livelihoods.

Key contributions

- Supports climate-smart planning in coastal regions
- Strengthens resilience of destinations and communities
- Protects and restores coastal and marine environments
- Promotes nature-positive tourism development
- Applies a community-based climate adaptation model
- Supports blue economy conservation and local livelihoods
- Encourages shared duty of care for people and place

For more information:

BEACH-SOS - Interreg Baltic Sea Region







When places thrive, **everything connected to them thrives too.**

BREAKOUT SESSION

Part 1

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Question 1: Where do you want to go?

What makes your place unique?

What would you want to protect?

What needs do you see (community, nature, culture)?

Guidance

- This is not about problem-solving. Feel free to dream.
- Bring your place vividly to mind.
- Acknowledge constraints (mandates, regulations, realities).
- You care about this place – how would you describe it to someone from the outside?
- What draws others to it, and how could they help it thrive?
- What perspectives are missing?



BREAKOUT SESSION

Part 2

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Question 2: What do you need to get there?

What would you need to get started?

What is stopping you from implementing it right now?

Guidance

- Acknowledge the implementation gap, barriers and hurdles (political, mandate, mindsets, and more).
- What could help? The right tools? Education and knowledge? Concrete policy recommendations? Inspiration from real-life cases? Or something else?
- Not just think about problem-solving & potential gains – instead fostering processes, cultivate life-affirming relationships

Next Steps

- Short Questionnaire
- National events
- Tourism forum
- Interest poll: Short webinars
- End of the year: Launch of the knowledge hub



Want to know more?

For more information about RegenT and its seven projects, please contact the lead partner

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Novia University of Applied Sciences



THANK YOU

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