

A REGENT EVENT // 2026-01-28

# From Ambition to Action

**Interreg**  
Baltic Sea Region



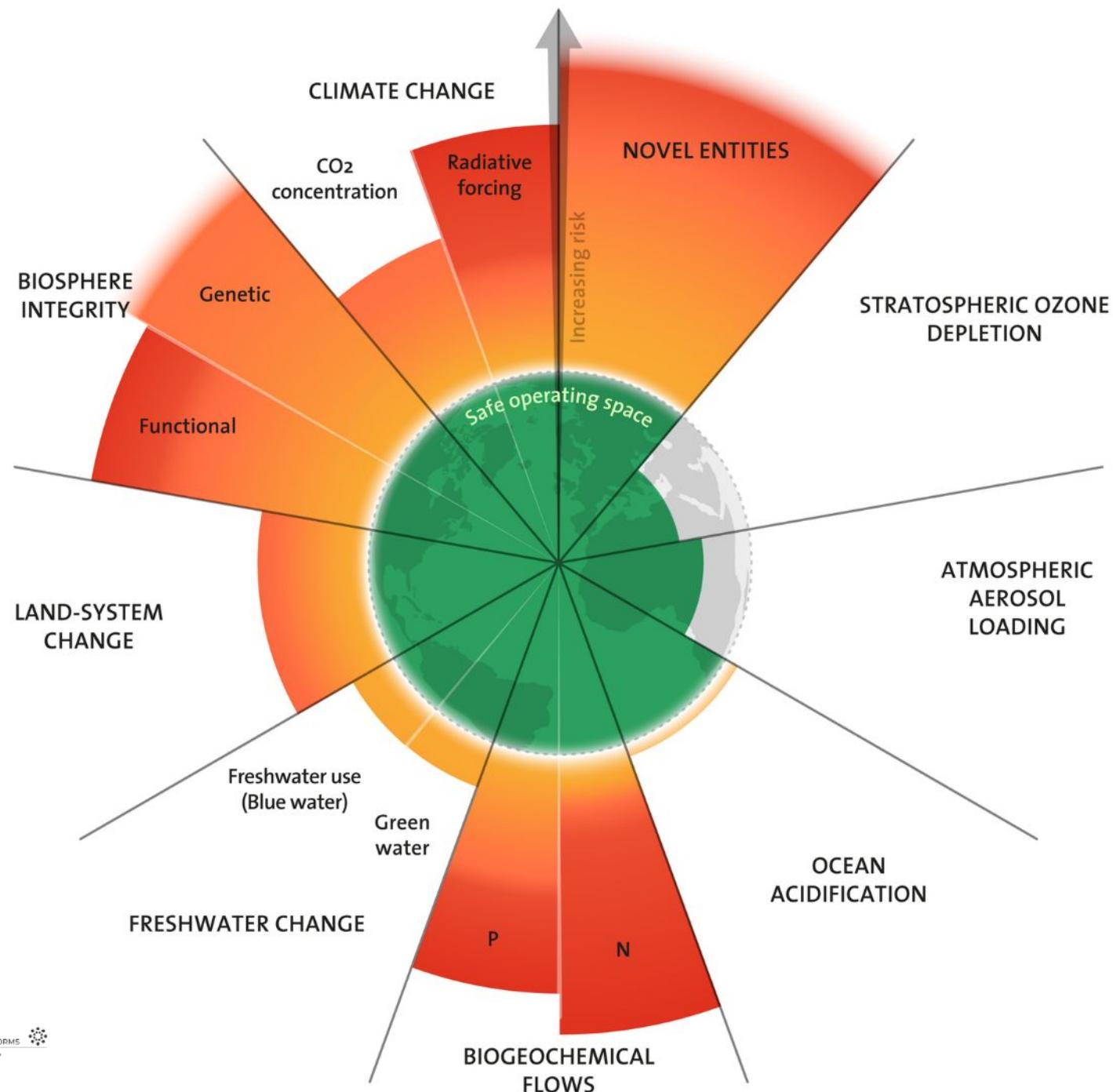
Co-funded by  
the European Union

PROJECT PLATFORMS  
**RegenT**

# Agenda

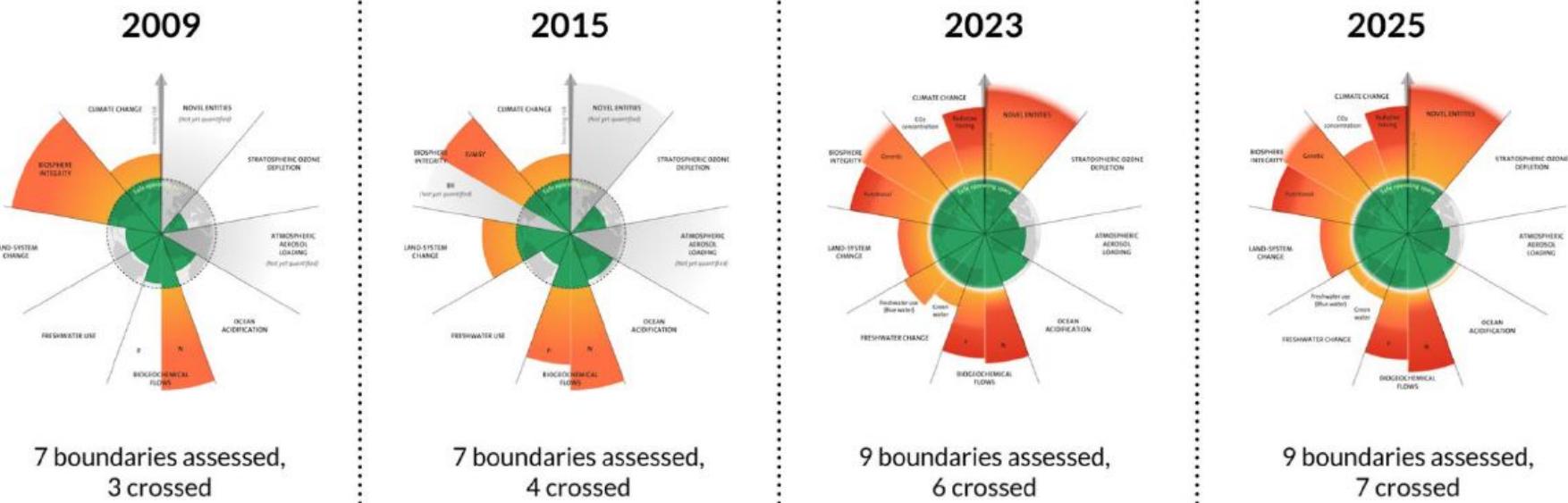
- Welcome
- RegenT Project
- Introduction to Regenerative Tourism
  - Regenerative Foundations
  - RegenT Projects
- Breakout Session Part 1
- Breakout Session Part2
- Next Steps

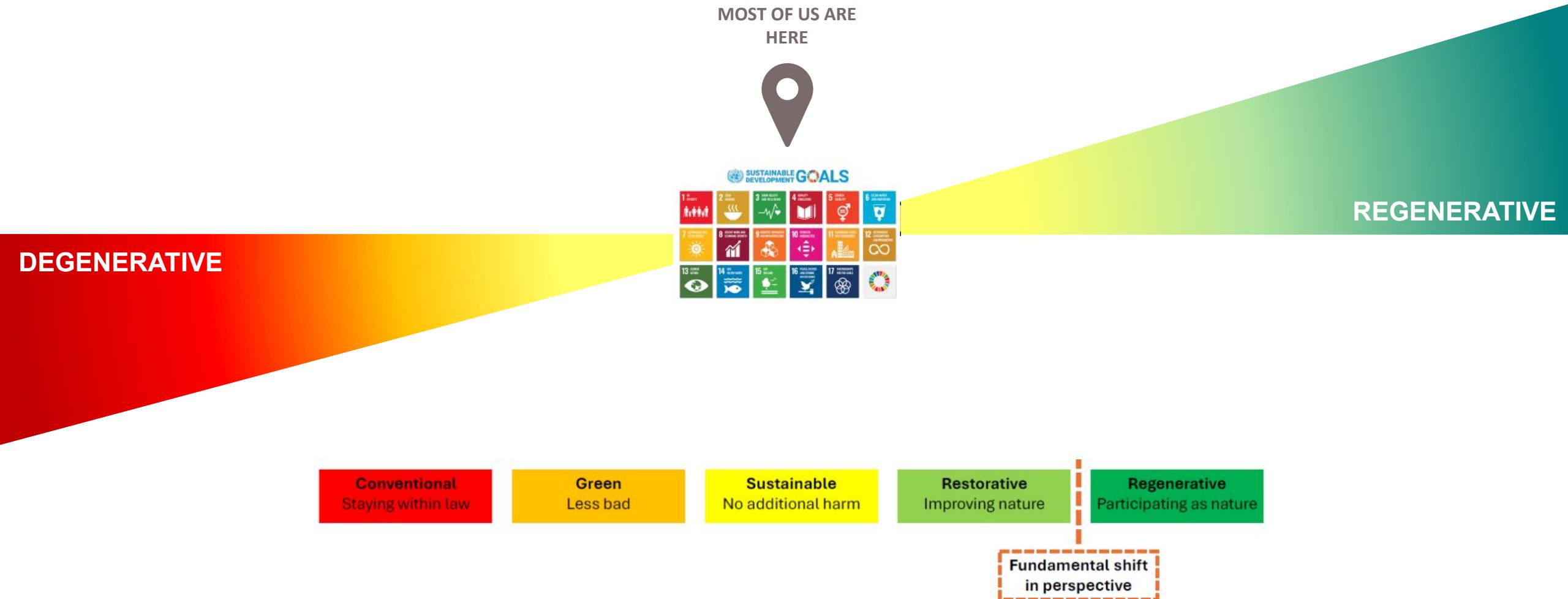




## Sustaining Is No Longer *Enough*.

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.







Interreg  
Baltic Sea Region



Co-funded by  
the European Union

PROJECT PLATFORMS  
RegenT

# RegenT

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

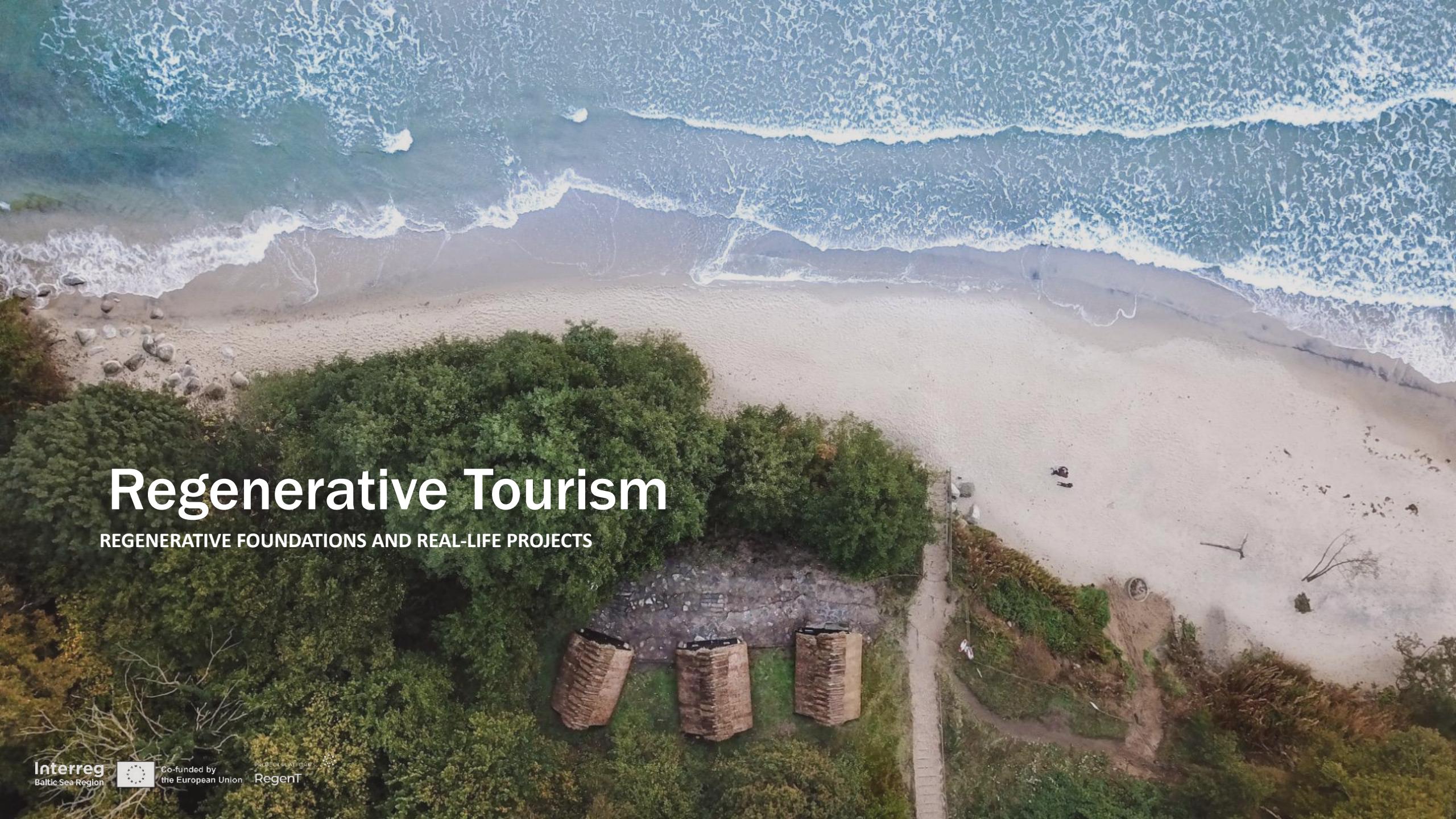
## Regenerative Destination Management Training Programme

- 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

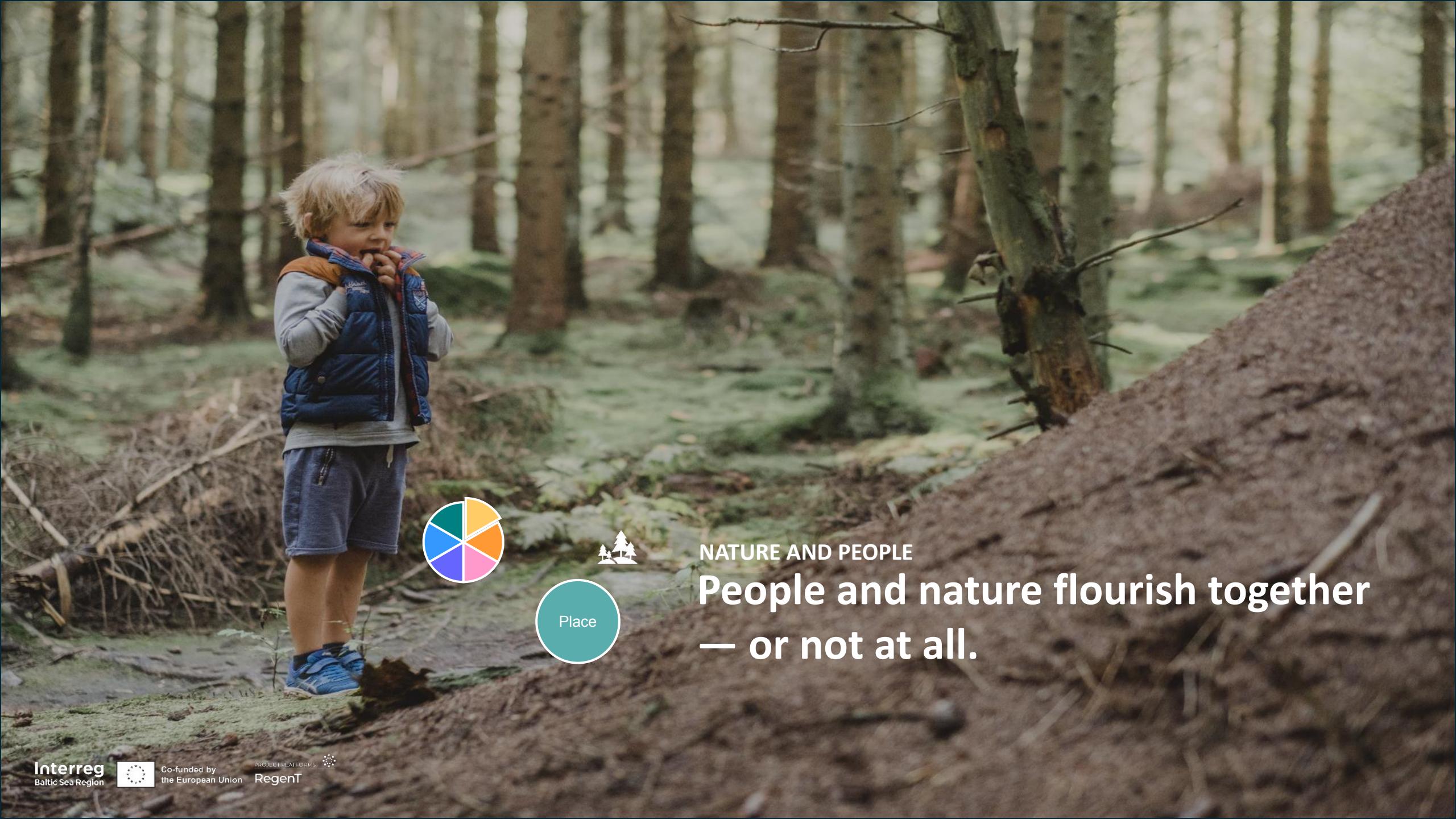




# Regenerative Tourism

REGENERATIVE FOUNDATIONS AND REAL-LIFE PROJECTS





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.



## 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.

## 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](#)



Place



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.



## 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.

## 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](#)





PARTICIPATION, CO-CREATION, OWNERSHIP AND RESPONSIBILITY

Shared challenges need shared solutions.

### 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.



### 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.

### 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](#)



Place





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.



## 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 develops 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.

## 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.



## 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.

## 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.

Place

## 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

*Regenerative tourism acts as a guardian of places, people and cultures.*

- **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.

## 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](#)



Place





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

# BREAKOUT SESSION

## Part 1

Interreg  
Baltic Sea Region



Co-funded by  
the European Union

PROJECT PLATFORMS  
RegenT

## 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

Interreg  
Baltic Sea Region



Co-funded by  
the European Union

PROJECT PLATFORMS  
RegenT

## 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

### James Simpson

james.simpson@novia.fi

Novia University of Applied Sciences





# THANK YOU

**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union

PROJECT PLATFORMS  
**RegenT**