



# RegenT

2025 – 2028

## Integrating Regenerative Practices in Nature and Cultural Tourism

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 7 EU projects.



## For whom?

For public authorities, DMOs, NTOs, NGOs, and business support organisations.

## How?

RegenT project platform develops a regenerative tourism hub, offering training and policy recommendations to make revitalisation and sustainable tourism a guiding strategy across the region.

## Who are we?

RegenT consolidates outcomes from 7 EU projects, comprising of a consortium of 6 project partners and 25 associated organisations in 11 countries.

Finland - Novia University of Applied Sciences

Poland - Pomorskie Tourist Board

Sweden - Visit Skåne

Germany - Helmholtz-Zentrum hereon GmbH

Latvia - Kurzeme Planning Region

Estonia - NGO Estonian Rural Tourism



**Powered by results from the following projects:**

Light in the Dark

BEACH-SOS

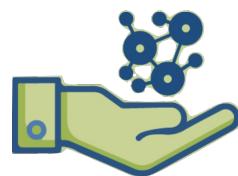
BASCIL

Baltic Sea Food

ReTour

3ST: Speeding up Sustainability Skills in Tourism

Access Routes



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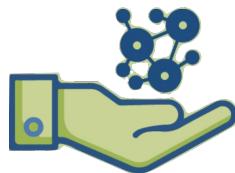
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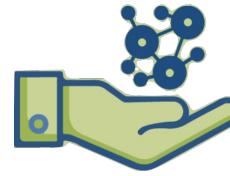
Access Routes

Associated projects

ClineDest

ReDirect



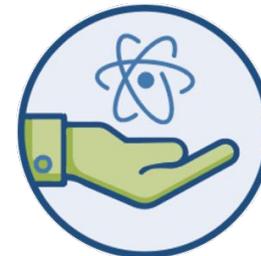


## RegenT - Integrating Regenerative Practices in Nature and Cultural Tourism

- RegenT aims to help DMOs, public authorities, communities and businesses adopt practices that restore and enhance local nature and culture.
- The project acts as a hub, sharing practical training, inspiration, and policy advice, so that sustainable tourism becomes a guiding principle across the region.
- What makes RegenT unique is that it builds on the results of seven EU projects, covering everything from off-season tourism and climate-smart planning, carbon neutrality to local food, accessibility, and skills for sustainability.
- Codesign of the knowledge hub with stakeholders to ensure relevance
- By combining these results, RegenT offers hands-on solutions, policy recommendations and real-life examples that can be used by destinations, businesses, and policymakers.
- The goal is to make tourism a positive force for people and places—helping local communities thrive, regenerating the environment, and celebrating the region's rich cultural heritage.

## RegenT 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
  - Network of regenerative tourism practitioners
- **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



# Light in the Dark

2023 – 2027

## Increasing Resilience in Rural and Coastal Tourism in the Northern Baltic Sea Region by Developing Off-Season Experiences

The Light in the Dark project helps small and medium-sized enterprises in the tourism sector create compelling off-season nature-based offers to attract tourists to rural and coastal areas of the northern Baltic Sea region all year long.



# Light in the Dark

## Increasing Resilience in Rural and Coastal Tourism in the Northern Baltic Sea Region by Developing Off-Season Experiences

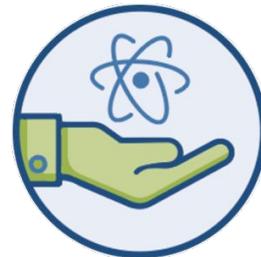
The project works intrinsically with destinations (DMOs) and small tourism businesses (SMEs) across five Baltic Sea countries to create experiences under a common concept designed to draw visitors during the darker months of the year.

Through co-creation, the project has developed three experience categories – Nourished by Nature, Local Lifestyle, and Active Adventure – all tested through transnational pilots in 2025. The outcomes include a practical handbook, a digital inspiration tool, and a regional concept with media assets to strengthen year-round tourism in coastal and archipelago areas.



## Project Solutions:

- Low-season experience creation manual for SMEs
- Supporting training materials for DMOs and Business Support Organisations
- A digital experience creation tool for SMEs
- The Baltic Sea Region low-season concept and media materials for DMOs and SMEs
- International recorded webinars 2024 – 2026 and national webinars 2026



# BEACH-SOS

2021 – 2027

**Climate Smart Baltic Beaches and Tourism**

The BEACH-SOS project helps authorities, businesses, and local communities adapt to the changing climate to ensure thriving and sustainable beach recreation and tourism in the future.



© Saulkrasti Municipality

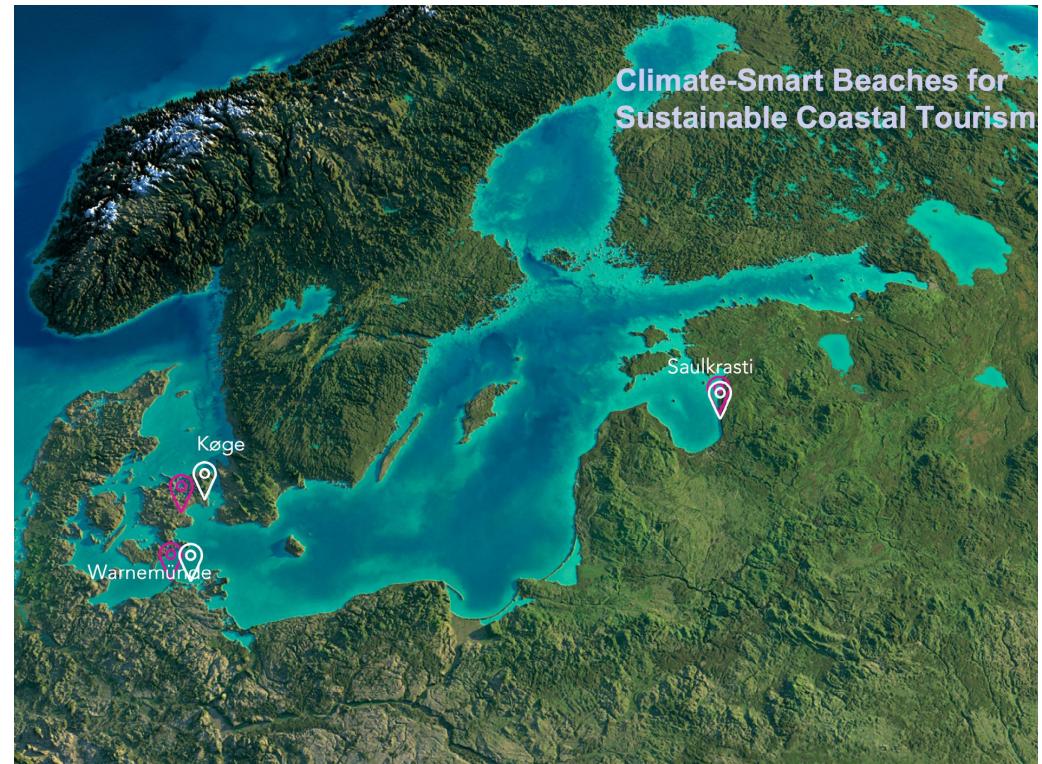
# BEACH-SOS

## Climate Smart Baltic Beaches and Tourism

Climate change is reshaping beaches and beach tourism in ways scientists can now measure and document. Rising sea levels, more frequent and powerful storms and changing weather patterns are serious challenges for coastal municipalities and communities in the BSR

The BEACH-SOS project had a special mission – to help coastal municipalities, businesses, and local communities prepare for the changing climate. The goal of the project, with sites in Latvia, Denmark, and Germany, assisted local governments, businesses near the coast, non-profit organisations, and coastal communities adapt to climate change and become “climate-smart”.

BEACH-SOS delivered a community-based climate adaptation model built on four interconnected strands of work that brought together science and local knowledge.



## Project Solutions:

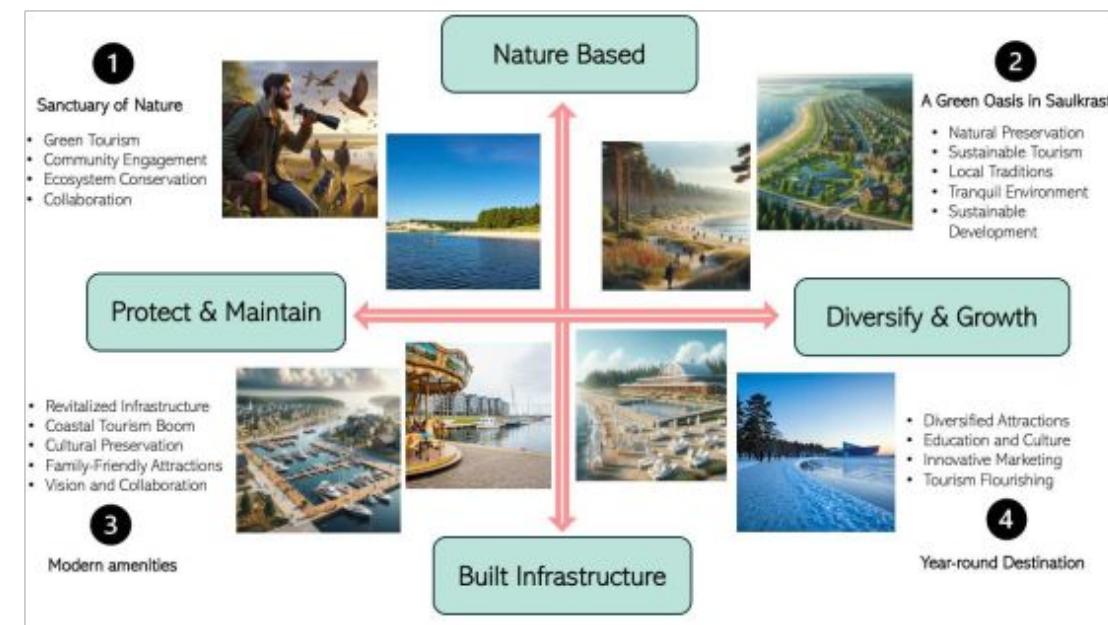
BEACH-SOS delivered a community-based climate adaptation model built on four interconnected strands of work that brought together science and local knowledge.

- **Climate-Smart Indicators:** The project co-developed a set of 25 physical and socio-economic indicators with coastal communities, municipal authorities.
- **Community Action Plan (CAP):** In Saulkrasti, Latvia, BEACH-SOS established a participatory roadmap for climate-resilient beach tourism.
- **Climate Change Adaptation Pathways Guidelines:** The project co-developed practical, strategic frameworks for municipalities to plan and implement climate adaptation actions.
- **Knowledge Exchange and the E-Repository:** produced a wide range of communication and awareness-raising materials, including guidelines, story maps, and adaptation tools.



### Coastal Climate Change Adaptation Pathways

A Practical Guide to Support the Development of Local Climate Change Adaptation Plans



# BASCIL

2023 – 2025

**Innovative solutions for the rural food production sector to diversify into sustainable culinary tourism services**

The BASCIL project helps local food producers in rural areas diversify their business into sustainable culinary tourism services, and thus reach new customers.

[interreg-baltic.eu/project/bascil/](http://interreg-baltic.eu/project/bascil/)



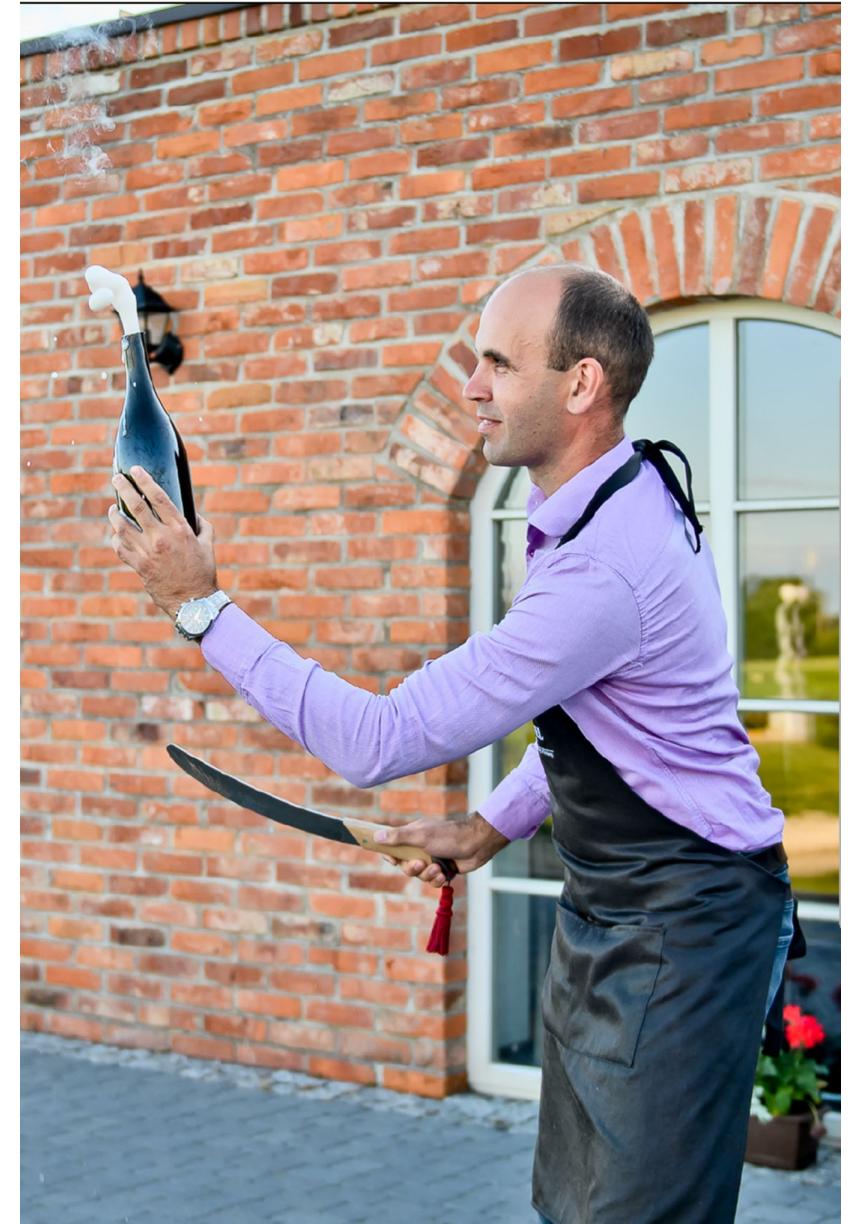
# BASCIL

**Innovative solutions for the rural food production sector to diversify into sustainable culinary tourism services**

15 project partners in 12 different regions worked with approximately 100 local food producers from 8 countries that have developed new attractive tourism offerings.

80 food producers tested new or improved attractive culinary tourism services in 2024 piloting season. In total ca 12500 visitors were reached. More than 90% of companies found that offering new culinary experiences to visitors was economically beneficial and they plan to continue working in tourism sector.

12 new or updated culinary tourism routes and gastro tours were launched in 2025 for piloting the attractive and contemporary marketing solution of culinary tourism destinations in rural areas.



## Project Solutions:

1. Innovative solution for integrating traditional food production and culinary tourism
2. Innovative solution for efficient marketing of culinary tourism product

Both solutions are introduced in practical manuals for food producers and food/tourism networks



# Baltic Sea Food

2014– 2020

## Baltic Sea Food

The Baltic Sea Food project developed a new business model for business-to-business (B2B) distribution in the local food sector and helped small and medium-sized enterprises in rural areas to improve business performance.

[interreg-baltic.eu/project/baltic-sea-food/](http://interreg-baltic.eu/project/baltic-sea-food/)



# Baltic Sea Food

## Baltic Sea Food

Partners from 10 countries made strong efforts in testing and promoting local food B2B distribution model in rural areas of the Baltic Sea Region.

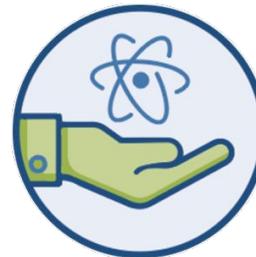
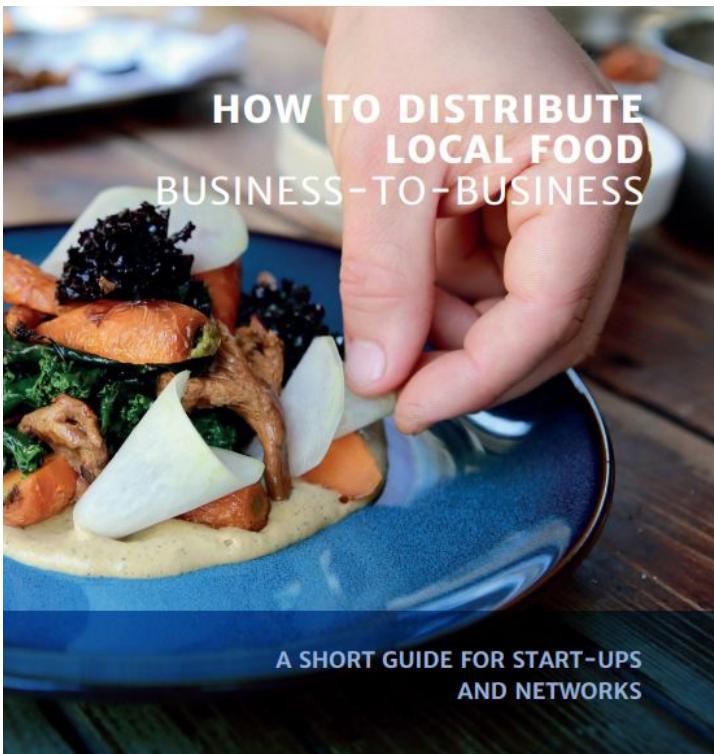
By the end of the project 13 local food networks/distributors adapted the local food business model designed for B2B distribution and 11 of them tested it as pilots. 2 distributors/networks postponed the testing to the future because of Covid-19 pandemic.

Pilots received new experiences and knowledge in planning local food distribution business model and in implementing the model in local or regional level.



## Project Solutions:

1. Cost-efficient distribution solution- delivering food products from farms to local restaurants, hotels, shops and industries
2. Sustainable and transferable business model for B2B distribution applicable for local food networks in rural areas.
3. The model enables establishing smooth short supply chains
4. Guidelines explaining the local food B2B distribution model and practical handbook were produced



## Regenerative Tourism in the Baltic Sea Region

**Partner countries:** SE, LT, PL, DE, DK

### Aim

- Promote **regenerative tourism** in the South Baltic Area
- Reduce **seasonality** and strengthen **local economies**

### Key objectives

- Design and pilot regenerative tourism offers
- Develop strategic guidelines and joint positioning
- Equip SMEs and DMOs with practical tools and a toolbox

### Impact

- Stronger DMOs and SMEs
- More resilient, year-round destinations

# ReTour

## Regenerative Tourism in the Baltic Sea Region

### Key Results

- **Guide for DMOs on regenerative tourism**
  - Supports DMOs in understanding and positioning regenerative tourism / Translates regeneration into destination strategy, governance and marketing
- **Regenerative Transformation Toolbox**
  - Practical tools, workshops and checklists for implementation / Supports SMEs, NGOs and local operators in innovating regenerative offers
- **Self-assessment tool**
  - Enables DMOs, SMEs and NGOs to assess regenerative maturity / Identifies gaps and defines pathways for transformation
- **Analytical report (WP2)**
  - Maps strengths and weaknesses of regenerative tourism in partner regions / Provides evidence for policy makers and destination planners
- **Pilot results and local reports (WP3)**
  - Demonstrates tested regenerative tourism offers in local contexts / Provides transferable lessons and good practices
- **Common Positioning Strategy for the South Baltic Area**
  - Joint approach to marketing and branding as a regenerative destination / Strengthens cross-border coherence and visibility
- **Common Action Plan for future cooperation**
  - Ensures continuity beyond the project lifetime / Supports long-term cooperation, policy alignment and further uptake

# 3ST: Speeding up Sustainability Skills in Tourism

2023 – 2027

## Speeding up Sustainability Skills in Tourism

3ST brings together six countries of the North Sea Region to strengthen the capacity of tourism stakeholders and public authorities to collaboratively plan and implement sustainable tourism practices.

The project focuses on building skills, collaboration models and practical tools to address sustainability challenges, particularly related to water, energy and waste.



# 3ST: Speeding up Sustainability Skills in Tourism

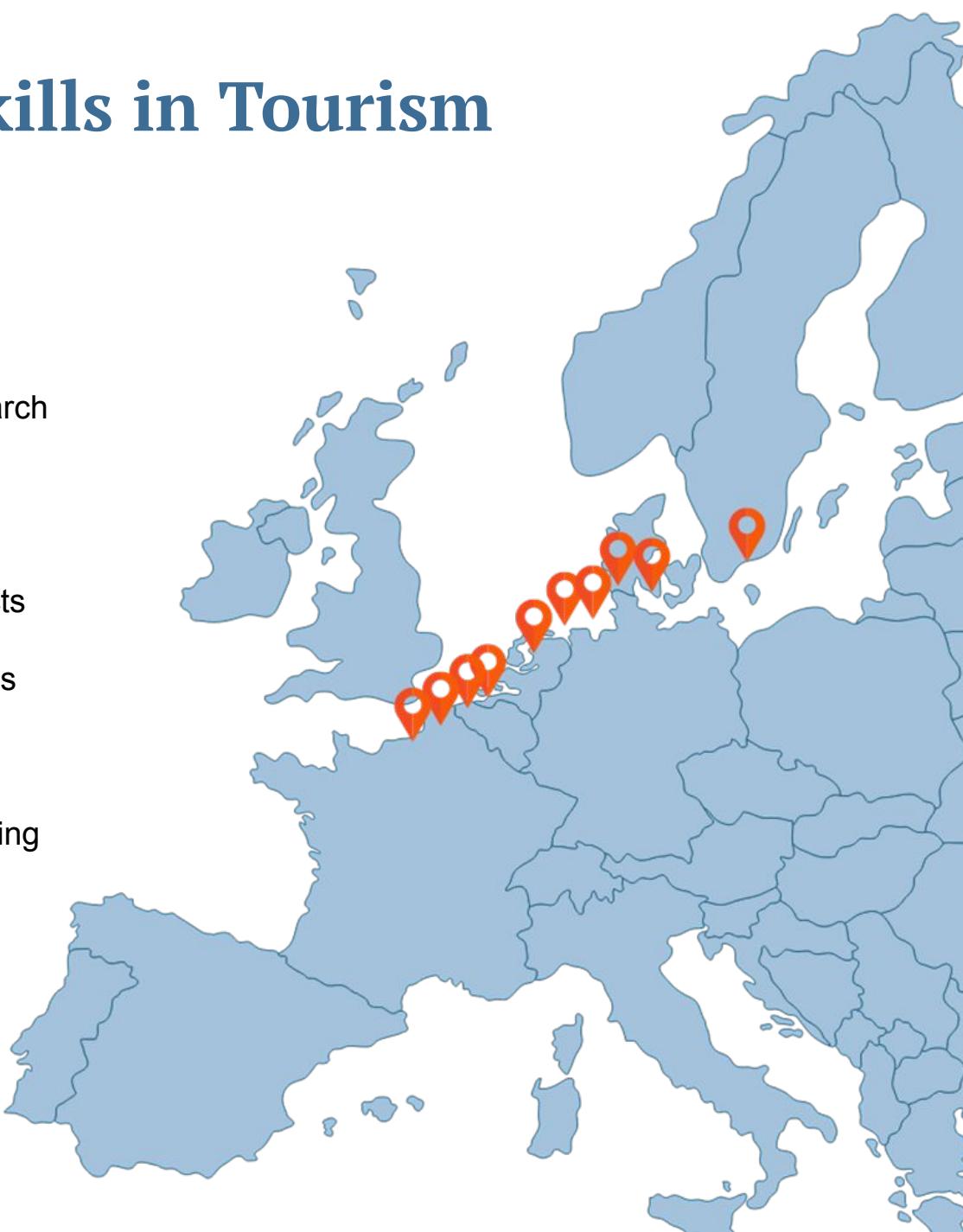
## Speeding up Sustainability Skills in Tourism

In the 3ST project, three knowledge partners are joining forces to conduct research on collaboration. The focus lies on sharing knowledge about destination development, stakeholder motivation and network models for value creation (Theory of Change).

The network models are being tested and evaluated in nine regional pilot projects in the areas of waste, energy and water. The pilot projects involve key actors in the tourism sector, such as local authorities, small and medium-sized enterprises and other stakeholders.

3ST helps tourism stakeholders test collaboration models and sustainable methods, bringing together multiple stakeholders across the value chain and using training, coaching and collaboration to create a holistic approach to sustainable tourism in the North Sea Region.

**No more 'one person' solution, but a solution shared with all involved.**



## Project Solutions:

**Theory of Change Guidelines** – Shared methodology supporting collaborative sustainability processes in tourism.

**Stakeholder Analysis Tools** – Practical tools for identifying and engaging key tourism stakeholders.

**Draft Theories of Change (9 pilots)** – Locally adapted change models developed and tested in pilot regions.

**Skills Development and Training Formats** – Training and facilitation tools for public authorities and support organisations.

**Monitoring Framework** – Shared approach to monitoring progress and learning across pilots.

**Best Practice Catalogue** – Collection of tested collaboration models and practical examples.

**Sustainable Tourism Development Strategy** – Strategic guidance supporting long-term uptake of sustainable tourism models.

# Access Routes

2023 – 2026

## Development of Accessible Tourism Routes

The Access Routes project brings together five regional partners from Latvia and Estonia to jointly work on tactile solutions for people with disabilities and develop accessible regional and local travel routes.



# Access Routes

## Development of Accessible Tourism Routes

The Project expands accessible destinations' platform [mapeirons.eu](http://mapeirons.eu), which embraces accessible sites and services in Estonia and Latvia. Additional trails, cultural heritage sites, catering and accommodation services in regions (Vidzeme, South Estonia) not yet covered are being added to the platform and new safe, reliable, accessible travel routes, incl. cross-border, are being developed. The project also works on tactile solutions at 12 sites in Latvia (Kurzeme and Vidzeme) and 9 sites in South Estonia.

ACCESSIBLE DESTINATIONS FOR ALL  
Accommodation / trails / cafes / museums  
Visit: [mapeirons.eu](http://mapeirons.eu)

Search object:  Location Object type Accessibility Activity type

Total 1468 places

**Gütmaņa Cave**  
connecting the parking lot with the trail to Gütmaņa Cave  
To access the diagonal lift located on Turaidas iela, please contact the administrator of the...  
[Learn more...](#)

**Räama bridge and Pärnu river promenade**  
The pedestrian section of the bridge is wide and accessible. The elevators are new and...  
[Learn more...](#)

**Beaver Trail Nature Path and Soomaa National Park Visitor Centre**  
The trail begins next to the Soomaa National Park Visitor Centre and can be accessed...  
[Learn more...](#)

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