



## Regenerative Tourism in the Baltic Sea Region: Turning Vision into Action

 3 June 2026 | 09:00–10:30 CET

 **Online (Zoom)** – link will be shared with registered participants on **20 May** and subsequently upon registration

### Agenda

#### 09:00 – 09:05 Welcome & Introduction

Magda Leszczyna-Rzucidło

Policy Area Tourism Coordinator, EU Strategy for the Baltic Sea Region / Pomorskie Tourist Board

– Setting the scene: regenerative tourism in the macro-regional context and objectives of the webinar

#### 09:05 – 09:25 Keynote: “You are the changemakers – together, we are the movement towards regenerative tourism in the Baltic Sea Region.”

Linda Vismer

Meet Linda Vismer – a leading voice in sustainable and regenerative tourism. Through strategy, advisory work and education, she supports destinations and organisations in creating places where both visitors and local communities can truly thrive.

Founder of Resamedvetet.se and author of “*Resenärens makt*”, Linda promotes more conscious travel choices and believes in the power of tourism to drive positive change. Her work combines strong values, collaborative leadership and a clear vision: tourism that gives back more than it takes.

#### 09:25 – 09:40 RegenT Platform: From Projects to Practice

James Simpson, NOVIA (Finland), Project: RegenT

- Translating results from multiple EU projects into practical tools, guidance and policy recommendations for DMOs and public authorities
- Developing a macro-regional Regenerative Tourism Knowledge Hub (launch December 2026)
- Building a peer-to-peer network of regenerative tourism developers across nine countries

 <https://interreg-baltic.eu/project/regent/>

### **09:40 – 09:55 Regenera4Med: Building Capacity for Regenerative Tourism**

Martina Bradacova, CPMR (France), Project: Regenera4Med

- Strengthening governance and co-creation processes for regenerative tourism in Mediterranean regions
- Developing practical tools such as a self-assessment journey tool and a Blueprint online course
- Supporting destinations in moving from capacity building to implementation of regenerative experiences

 <https://regenera4med.eu/>

### **09:55 – 10:10 REGGAE: Lessons from Regional Implementation**

Henna Konu, University of Eastern Finland, Project: REGGAE

- Insights from implementing regenerative tourism approaches in regional contexts
- Focus on SME engagement and product development within regenerative frameworks
- Key lessons: success factors, barriers, and the evolving role of DMOs and municipalities

 <https://www.slu.se/en/about-slu/organisation/departments/forest-ecology-management/research/themes/skog-och-halsa/nordic-nature-health-hub/regenerative-nature-tourism/>

### **10:10 – 10:25**

**Discussion & Q&A** Moderated by Magda Leszczyna-Rzucidło

- Open exchange with participants

### **10:25 – 10:30**

#### **Wrap-up & Next Steps**

EUSBSR Policy Area Tourism & RegenT platform

- Key takeaways from the session
- What's next:
  - Regenerative Tourism Knowledge Hub (Dec 2026)
  - Destination management training programme (towards 2027)
  - Continued collaboration and macro-regional exchange