

Regenerative & climate-adaptive tourism in Europe

Tourism not thinking away but thinking differently

Rethinking tourism: a regenerative approach

For centuries, travel has been part of our human story, and in recent years, it has become a powerful economic sector. But this growth has come at a cost— environmental harm, biodiversity loss, pollution, water shortages, overcrowded destinations, and social challenges. The pandemic has only highlighted these issues, revealing how vulnerable the tourism industry can be.

Now is the time for a **new vision: regenerative tourism**. Unlike traditional approaches that aim to "do no harm," regenerative tourism goes further, aiming to **actively improve destinations**. This approach puts the place and the community first, starting from locals needs, creating lasting benefits and positive change for both the environment, local communities and visitors.



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Regenerative tourism takes a **holistic, living systems approach**. Instead of focusing solely on reducing harm to nature, it aims to **actively restore and enhance ecosystems, just as nature does: continuously creating conditions that support and sustain life.**

Thus regenerative tourism seeks to create **positive impacts on communities, cultures and the environment, ensuring they thrive together for the long term.**

It's all about **connecting** with yourself, with the people you meet and with nature around you.

Goal: building tourism as a force for positive change

The goal of this project is to develop **local best practices** in regenerative tourism and equip stakeholders to **design climate-adaptive, community-driven, and socially responsible tourism**. Through these practices, we aim to build strong, resilient tourism ecosystems that inspire other European regions to see tourism as a force for positive change.

How: engaging local communities to co-create regenerative, climate-adaptive solutions

The project will explore **three case studies** in Finland, Belgium, and Spain, each addressing local challenges from underrated places to climate vulnerabilities. Through a process of **community engagement, co-creation, and knowledge sharing**, local stakeholders will develop best practices and translate them into **manifestos**. Workshops and capacity-building activities will equip tourism entrepreneurs with the tools to implement regenerative, climate-adaptive, and socially responsible approaches. Together, these steps will create a model showing how tourism can contribute positively to communities, nature, and the climate.

Project Partners:



 Mood of Finland



Daboecia
Arte y Naturaleza

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Our project values



Co-existence & Togetherness

We honour the interdependence between people, communities, and natural ecosystems. Tourism should strengthen these relationships rather than disrupt them.



Openness & Non-judgment

We approach each place, person and idea with curiosity, respect and without prejudice, creating space for diverse perspectives, cultures, and lived experiences.



Creativity & Inspiration

We believe in a mindset of imagination, experimentation and joy. Creativity helps us explore new pathways for climate-adaptive and community-led tourism.

Target group

The project brings together **local tourism businesses, communities and tourism stakeholders** who want to shape tourism in ways that are economically viable, climate-adaptive and rooted in local culture and nature. Through shared learning, co-creation and practical tools, the community of the three case studies develop their own regenerative manifesto to tourism that strengthen both their region and their business.

Our dream and long term impact

Our dream is a tourism model in which destinations are cared for in a climate-adaptive and socially responsible way, rooted in respect for local communities and natural ecosystems. **Tourism entrepreneurs create positive impact** through their daily practices, contributing to places where people and nature can thrive together.

In the long term, this project aims to **shift the narrative around tourism** — showing that it does not have to be part of the problem, but can become a **force for regeneration, resilience and hope** in a changing climate. By doing so, it seeks to inspire broader awareness and action far beyond the partner regions.



Are you ready?

We invite you to be part of this journey!

Join your local action group and be part of the change.

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