



From sustainable to regenerative business



Introduction and case example. Anu Nylund, Mood of Finland



MOOD OF FINLAND COMPANY IS A RESPONSIBLE PARTNER AND SERVICE PROVIDER THAT REGENERATES TOGETHER WITH OTHERS IN GOOD MOOD.

MOOD OF FINLAND COMPANY HAS BEEN AWARDED THE SUSTAINABLE TRAVEL FINLAND (STF) LABEL FOR LONG-TERM WORK FOR SUSTAINABLE TOURISM FOR THE FIRST TIME IN 2020 AND FOR THE FOURTH TIME IN 2025.



VISIT FINLAND'S STATEMENT IN 2025: THE CONVINCING, INNOVATIVE AND WIDE-RANGING SUSTAINABILITY WORK CONTINUES WONDERFULLY AT MOOD OF FINLAND. GOOD LUCK FROM NOW ON!

MOOD OF FINLAND COMPANY HAS COMPLETED THE WE SPEAK GAY TRAINING 01/2025



SCANDINAVIAN OUTDOOR AWARD 2024: JURY HONORARY ECO AWARD: MOOD OF FINLAND

Finnish Travel Gala

ANU NYLUND HAS BEEN A FINALIST FOR RESPONSIBLE OPERATOR OF THE YEAR IN 2017 AND 2023.



MOOD OF FINLAND COMPANY HAS VERIFIED RESPONSIBILITY WORK IN ACCORDANCE WITH THE CRITERIA OF BIOSPHERE CERTIFICATION SINCE 2020.

AUDIT COMMENTS IN 2025: WE RECOGNIZE AND APPRECIATE YOUR OUTSTANDING EFFORTS ACROSS NEARLY EVERY ASPECT OF YOUR BUSINESS. YOUR DEDICATION TO DOING GOOD, INSPIRING OTHERS, SETTING THE RIGHT EXAMPLE, AND EDUCATING ON SOCIAL AND ENVIRONMENTAL ISSUES IS TRULY VERY GREAT. KEEP UP THE GOOD WORK!

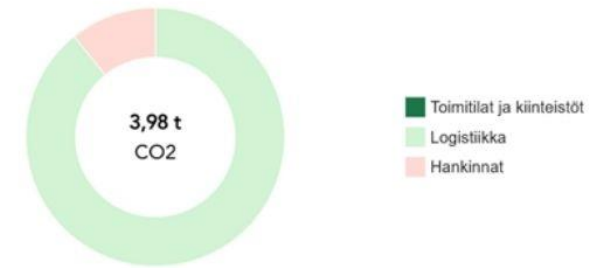


MOOD OF FINLAND COMPANY WAS THE FIRST IN FINLAND TO SIGN THE INTERNATIONAL GLASGOW CLIMATE COMMITMENT 11/2021

ANU NYLUND/ MOOD OF FINLAND COMPANY HAS BEEN A MEMBER OF THE INTERNATIONAL REGENERATIVE TOURISM NETWORK SINCE 2021, WHERE WE LEARN AND DO THINGS TOGETHER.



Päästöt kategorian mukaan




MOOD OF FINLAND COMPANY HAS CALCULATED THE EMISSIONS SINCE 2021. THE TOTAL EMISSION AMOUNT WAS 3,98T AND PER SERVICE DAY 22 KG CO2E IN 2024.

MOOD OF FINLAND COMPANY LAUNCHED THE FIRST REGENERATIVE TOURISM TRAINING IN FINLAND IN MAY 2023.

LOVE FOREST FINLAND -CONCEPT HAS BEEN DESIGNED IN REGENERATIVE WAY.



ANU NYLUND
OWNER & FOUNDER
MOOD OF FINLAND OY
ANU.NYLUND@MOODOFFINLAND.FI
WWW.MOODOFFINLAND.COM
WWW.LOVEFORESTFINLAND.COM

 **Mood of Finland**

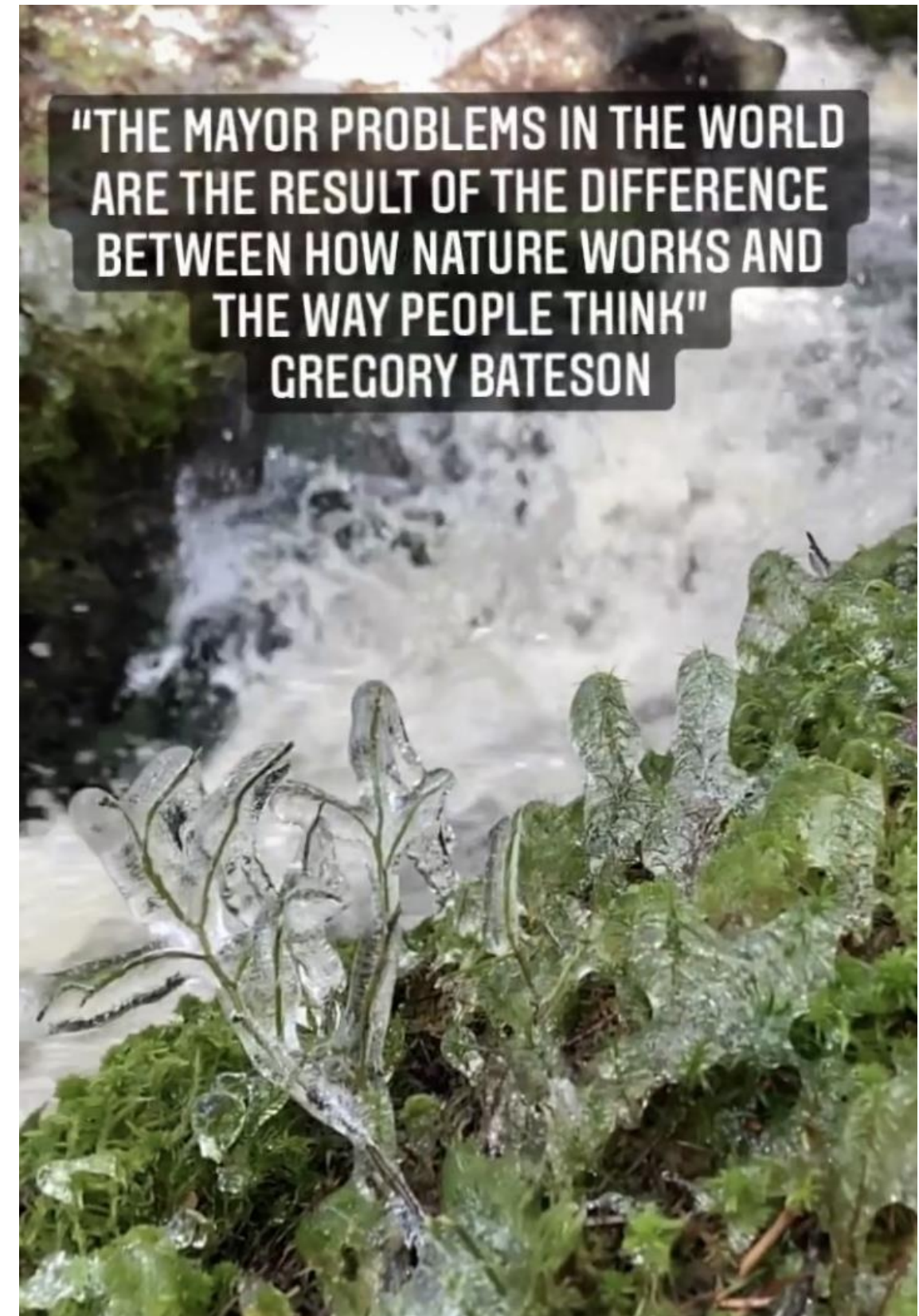


Why do we need a change?

- As a professional who has worked in the tourism industry for a long time (since the 1990s), I understand the need for change.
- The world is changing, and nature needs care.
- We are overusing the natural resources.

Many also ask why sustainability is not enough.

- If we define sustainable and responsible activities so that tourism must remain as we have come to understand it, it is enough.
- But we need to redefine what tourism is in 2025.
- But I also think, that sustainability and regenerative thinking are not exclusive, and we do not have to choose which content to implement.
- It is good to master the understanding of sustainability in one's own industry and in one's own operations.





It's easy for me to agree with my Chilean mentor, Carlos Briceño:

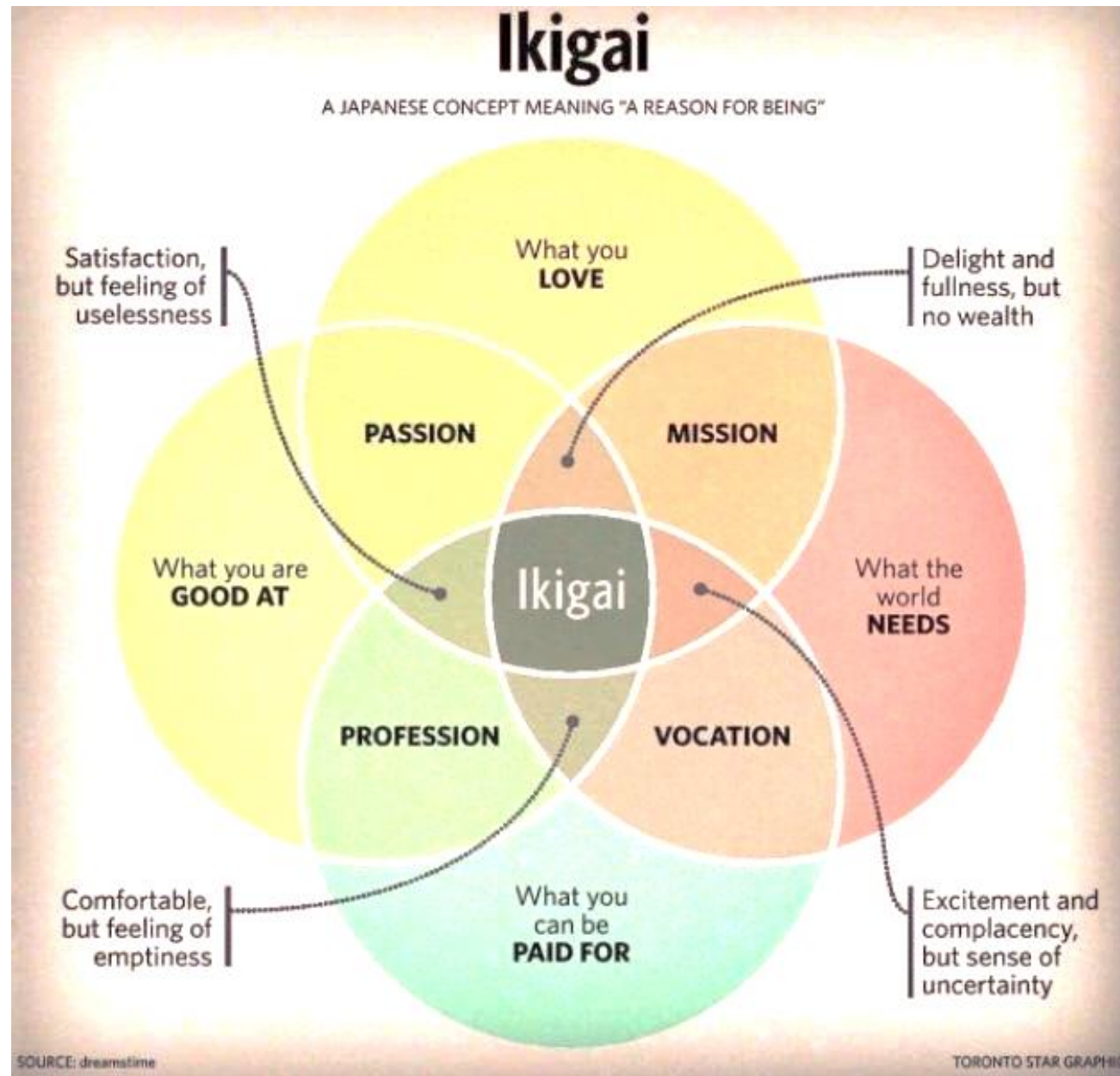
So far, tourism developers have been considering what the destination could give to tourism and tourists.

Tourism has to serve another kind of purpose other than just entertaining tourists

In regenerative thinking, the question is turned on its head.

We should ask what tourism could give a place so that the well-being of the place and the people who live there will be improved.





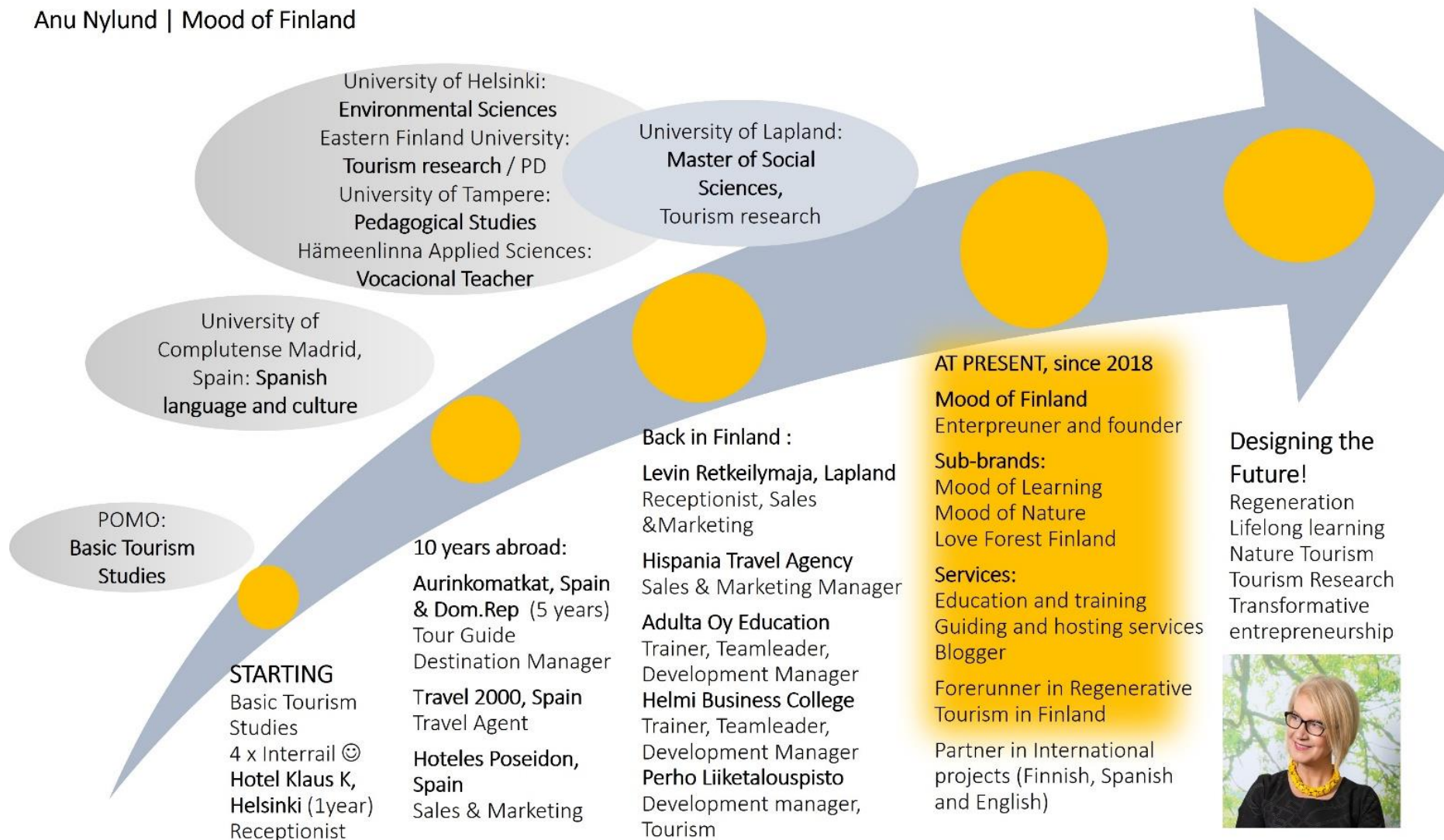
I also agree with another expert in regenerative thinking, Daniel Wahl:

- You must be able to tolerate incompleteness
- You must have the desire to stop repeating the same thing, staying in your comfort zone and, if necessary, even to close the entire business, “burn it to ashes” and rise again like a Phoenix.

I have made my own business plan using ikigai, and I have noticed that other people who are running regenerative businesses have done the same.



Anu Nylund | Mood of Finland



Regenerative tourism is a natural continuation of sustainable operations.

A change in attitude is the first step on the journey of regenerative thinking and its application

What I have also learned is to slow down and move forward in the process. Regeneration is a process which takes time.

Entrepreneurship, according to regenerative thinking, requires learning together with others and perhaps also giving up the existing way of thinking and even completely re-inventing the business idea.



- In regenerative thinking, well-being is produced for the individual, the community and nature.
- The ideal situation is for a company to look at its entire business with the principles of regenerative thinking.
 - Of course, individual products can be produced, but if there is no understanding within the company of what regeneration means, a particular product is almost like greenwashing.
- Tourism is an enabler of change, and tourists are active change agents together with entrepreneurs.
- We need to design the right services and innovate business ideas to meet these needs.



WHAT HAVE I DONE SO FAR?

1. I first started to learn from Anna Pollock and Daniel Wahl by reading articles and joining the open discussion forums.
2. I started to study in the Turismo Regenerativo community in 2020 and also passed a course in REGenLab.
3. I started to write reflections for the blog: [Forestexperience](#)
4. I have designed the concept [Love Forest Finland 2020](#). It's a global initiative; Love Forest grows where the trees grow. In 2025, the southernmost trees are growing in Brazil and the northernmost in the Arctic Circle in Finnish Lapland.





WHAT HAVE I DONE SO FAR?

1. I facilitated the workshops to design the concept of Lapland Shepherd holidays in 2021 in a regenerative way.
2. I offered the first Regenerative Tourism course in Finland in May 2023.
3. I have given keynote speeches, trainings and workshops on regenerative tourism in Finland and abroad. One of my longer-term partnerships is with the city of Bilbao.
4. Now we are designing a concept in a rural environment together with the local community. I am looking forward to starting the development project with ViaVia from Belgium to develop the concept and organise a workshop together with the local people.





Thank you for your interest.
I am happy to network!

Anu Nylund
www.moodoffinland.fi
anu.nylund@moodoffinland.fi
LinkedIn: Anu Nylund
IG: @mood_of_finland