

Interreg
Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES

CliNeDest

Leading the Climate-Smart Tourism Business Development in the Baltic Sea Region

CLIMATE NEUTRAL DESTINATIONS
PROJECT

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2.10.2025



VISIT
TAMPERE



ROYAL DJURGÅRDEN
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Pomorskie
Tourist Board

Kaunas



City of
Stavanger

VisitAarhus

Tallinn

SEI Stockholm
Environment
Institute

Climate Action in Tampere

- City of Tampere and Tampere Region aim to be carbon neutral by 2030
 - Tourism sector as a forerunner of this development
 - Goal: Tampere region – a carbon-neutral tourism destination by 2030
- Close cooperation with city and stakeholders
- Visit Tampere has:
 - Sustainable Travel Finland destination label
 - Signed the UNWTO's Glasgow Declaration on Climate Action in Tourism
 - Climate Action Plan
 - Launched the Urban Climate Leaders network together with City of Helsinki
- Strong cooperation with the City of Helsinki inspired the idea for the CiNeDest project.





Partnership

1. Visit Tampere (Lead partner)
2. City of Helsinki
3. The Baltic Institute of Finland
4. Royal Djurgardens Society, Stockholm
5. Pomorskie Tourist Board
6. Public Institution Kaunas IN
7. City of Stavanger
8. Commercial Fund of VisitAarhus
9. Tallinn Strategic Management Office
10. Stockholm Environment Institute Tallinn Center

Project duration

March 2025 – February 2028

Total budget

3 110 000 €



The Main Project Objectives

1. Transition towards climate neutral tourism business

- Utilizing best solutions for measuring and decarbonizing
- Building competence and cooperation
- Responding to customer demand for low carbon travel

2. Increasing the resilience of tourism industry

- Building joint knowledge on the effects of climate change on tourism and how to adjust – resilient business and service models through Nordic-Baltic cooperation

Results

1. Climate Smart Business Toolkit for Tourism –
Systematic development together with the companies

2. Baltic Sea Region Climate Neutral Destination Network –
Leading the transition of tourism industry





Climate-Smart Business Toolkit

1.

Climate-smart business development tools for companies

2.

Model for co-creating low-carbon visitor experiences

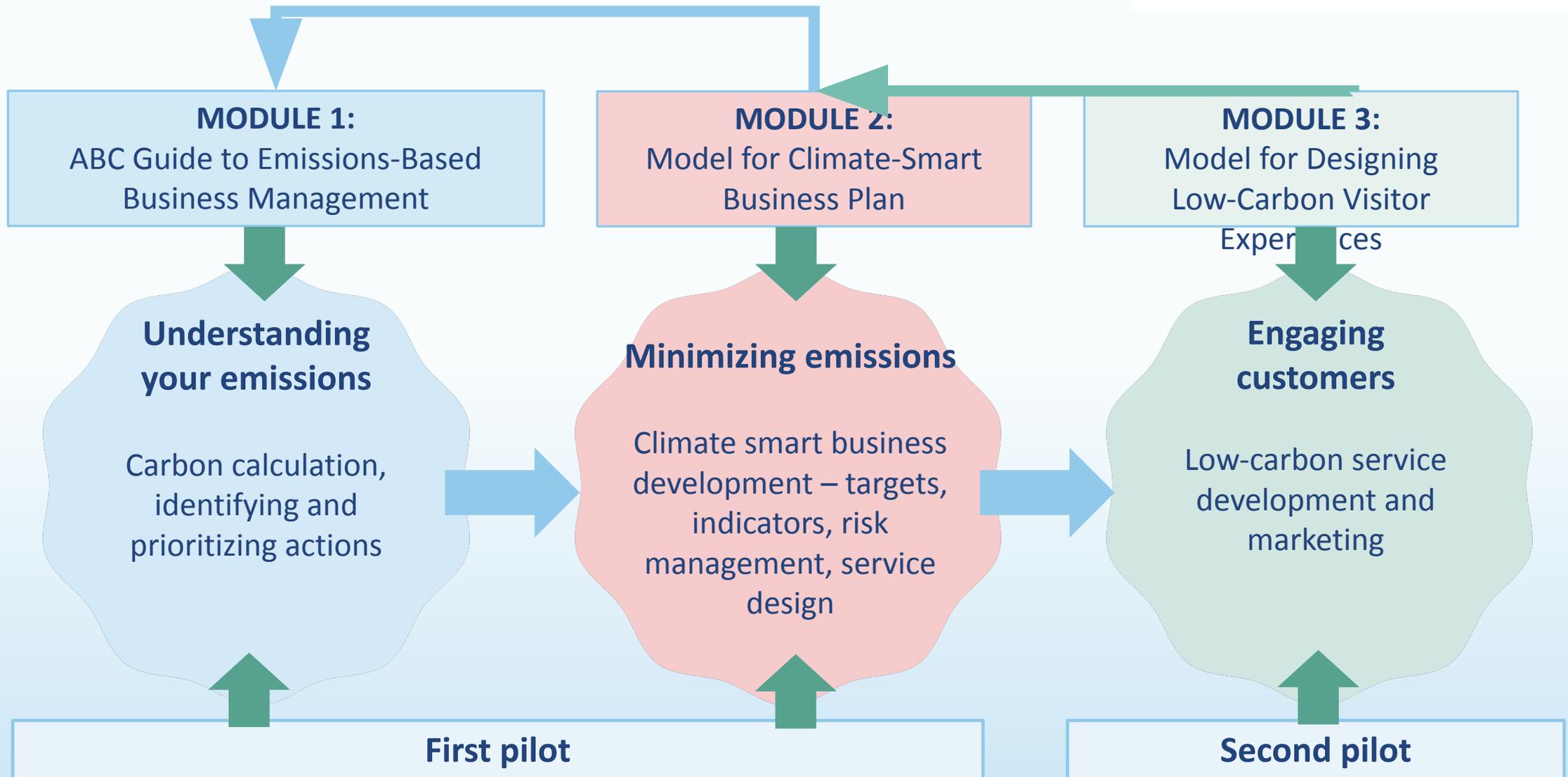
3.

Knowledge management model for climate neutral destination development

4.

Training programme for utilizing Toolkit in destination climate work

Toolkit Development Path for the Tourism Companies



CURRENT STATE OF CLIMATE ACTION IN PARTNER DESTINATIONS





Thank you!

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