

# RegenT

## Integrating Regenerative Practices in Nature and Cultural Tourism

07/2025 – 06/2028

Regenerative Tourism in the Baltic Sea Region 03.06.2026

**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union

PROJECT PLATFORMS



**RegenT**



# RegenT

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 **seven EU projects**, bringing together a consortium of **six project partners** and 25 associated organisations across 11 countries.

- Novia University of Applied Sciences, Finland
- Pomorskie Tourist Board, Poland
- Visit Skåne, Sweden
- Helmholtz-Zentrum hereon GmbH, Germany
- Kurzeme Planning Region, Latvia
- NGO Estonian Rural Tourism, Estonia



# Platform Solutions

## Knowledge Hub for Regenerative Tourism December 2026

- Tailored guidelines and recommendations
- Toolkits and guides
- Region-specific tools, case studies, and methodologies

## Regenerative Destination Management Training Programme

- 3-month online training in six modules autumn 2027 – spring 2028
- National workshops
- Seminars back-to-back with the EUSBSR Tourism Forums  
2026, 2027 and 2028

## Network

DMOs, policy makers and decision makers, public authorities, BSOs, NGOs, EU networks,



## Contributing projects

### *Access Routes*

The project develops accessible travel routes, nature trails, and heritage sites with tactile, sensory, and interpretive elements, ensuring that people of all abilities can meaningfully experience places. [Access Routes | ESTLAT](#)

### *Light in the Dark*

The project helps tourism SMEs create compelling low-season experiences rooted in nature, local lifestyle, and active outdoor adventure, responding to local market needs while working with the seasons. [Light in the Dark - Interreg Baltic Sea Region](#)

### *BASCIL and Baltic Sea Food*

The projects support rural food producers in diversifying into culinary tourism, preserving local food heritage, and creating place-based food experiences that generate long-term value for communities. [BASCIL - Interreg Baltic Sea Region](#)

### *ReTour*

The project supports destinations in investigating local needs and co-creating nature-, gastronomy-, and culture-based experiences where the specific conditions of place and community determine what is developed. [ReTour - Interreg South Baltic Programme](#)

### *3ST*

The project tests and evaluates multi-level collaboration models that engage stakeholders and create new value in the fields of energy, waste, and water management. [3ST | Interreg North Sea](#)

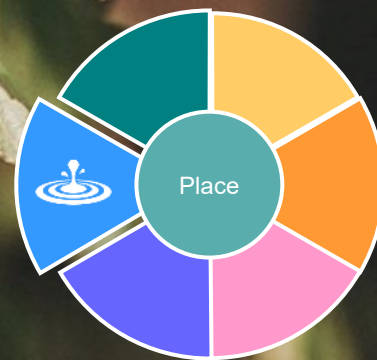
### *BEACH-SOS*

The project supports authorities, businesses, and local communities in adapting to climate change, protecting beaches and coastal ecosystems, and securing sustainable recreation, tourism, and livelihoods. [BEACH-SOS - Interreg Baltic Sea Region](#)



SUSTAINABILITY AND REGENERATION

It's not about doing less harm —  
it's about doing more good.



HOW TO GET INVOLVED

## Webinar in October

- Directing tourism flows
- Destination approaches to developing Regenerative Tourism

National and Regional events throughout autumn

Regenerative Tourism Platform RegenT  
[www.linkedin.com/company/regentbsr](https://www.linkedin.com/company/regentbsr)

Newsletter :



# Regenerating Destinations Together: Baltic Solutions Lab

## Baltic Sea Tourism Forum 2026

Monday 2.11

12:30 – 17:00

Limited to 50 places



interreg  
Baltic Sea Region



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CruiseBaltic



train tourism  
partnership for international train tourism

wonderful  
copenhagen

VisitDenmark 



## Regenerative tourism projects in Europe

 Private Listed

LinkedIn group for regenerative tourism projects and developers  
Interreg BSR RegenT – Interreg NPA ReThink  
[www.linkedin.com/groups/18519005](https://www.linkedin.com/groups/18519005)

**THANK YOU,  
Stay in touch!**

**James Simpson**

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

<https://www.linkedin.com/company/regentbsr>

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