

Nordic Regenerative Tourism

NorReg 2022 – a pilot project for the future

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Government of Iceland
Ministry of Industries and Innovation



ÍSLENSKI
FERÐAKLASINN
Iceland Tourism Cluster

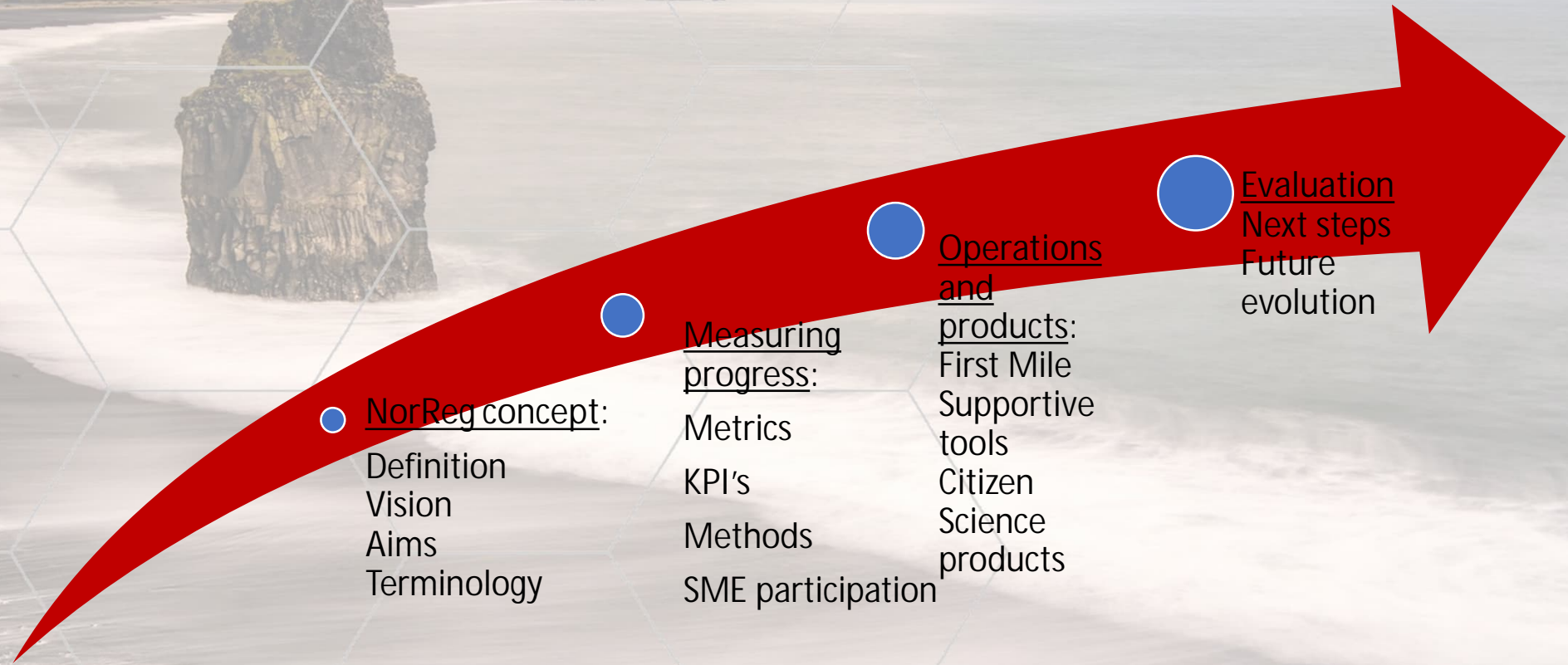
 Nordic Council
of Ministers

A Platform for Nordic Regenerative Tourism

The objective of the project is to establish operational tools for businesses that want to adopt relevant, accessible, measurable, and participatory practices that visibly contribute to the sustainability of their destination and to the regeneration of their place- specific resources.

Regenerative Tourism focusses on regional tourism and the realities of SM_iE operations, a holistic approach to community development and local environmental stewardship.

Project process 2022:



Nordic Regenerative Tourism Vision statement

Nordic Regenerative Tourism invigorates communities and fosters landscapes by ensuring that locals and visitors gain satisfaction from its success.

We contribute to the revitalisation, re-energising and wellbeing of our environment, our neighbours and ourselves.

Through principles of regenerative tourism we are empowered to work with our communities and natural environment, in balance with the unique and wonderful characteristics of our home region.

Challenges and lessons learned

- Activation of participants – push and pull, or encircling?
- Mindset changing
- Reconcile the challenges as perceived by participants to the mindset of self-empowerment
- Timeline
- Sectoral collaboration (“Experts”, locals, regional/national organisations)
- Measuring and evaluation
- Place-based, pan-Nordic cooperation

Save the date!

November 29th, 2022, 13-17 (CET)

Autumn NorReg seminar 2022:
The importance of adopting regenerative
approaches to Nordic Tourism

Venue: Malmö Clarion Live (will be streamed)