

We work across borders in the project
Regenerative nature tourism - REGGAE

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Reggae Newsletter 2/2025

Check also: [REGGAE homepage](#)

Greetings from the project!

It's time for an update regarding our Regenerative Nature Tourism (REGGAE) project. We are a few steps further in understanding the concept of regenerative tourism and we're excited to share the latest developments in our journey to deepen this understanding. One factor differentiating regenerative tourism from other tourism forms is that it is not seen as a tourism type but as a changed transformed mindset. Tourism practices are not seen as business activities but as *processes of regeneration*. It is closely related to the values, attitudes, and world views of the companies, customers, policymakers, and other stakeholders involved in "the collaborative process" of regenerative tourism.

A crucial question is: "If you wonder if a product is regenerative, ask yourself if it changes the world into *a better place*?". The difference between sustainable and regenerative is that sustainability is passive and static, and sustainable products produce no harm. Regenerative products are active, dynamic, and sustainable but add something positive regarding culture, nature and society. Tourism is about localism, "let's go local" because we love our place and farmers. Doing good should be good for business; tourism is a tool to change places.

Last autumn, the project included new steps and lessons in the above-mentioned regenerative process, reference company workshops and webinars, company presentations, networking, encounters, and further work with the project's work packages. At this point,

we want to remind you about the upcoming workshop in April, more about it further down in this newsletter.

Regenerative tourism is about unlocking the unique potential of a destination by celebrating and supporting its local culture, natural environment, and communities. Unlike traditional tourism, which may leave places depleted, regenerative tourism uses travel as a tool to enrich and improve destinations for both residents and visitors—leaving them better than they were before. It's not just about business as usual; it's a shift in mindset for tourism operators and all those who participate in the experience.

Curious whether a tourism product qualifies as truly regenerative? Here's a simple test: Ask yourself, *Does this make the world a better place?* If the answer is YES, it's regenerative.

So, what's the difference between sustainable and regenerative tourism?

- *Sustainability* is passive and focused on maintaining the status quo. Sustainable products aim to avoid harm but remain static.

- *Regenerative tourism*, on the other hand, is active, dynamic, and sustainable, but it goes a step further by contributing positively to culture, nature, and society.

Regenerative tourism is also deeply rooted in localism. It's about saying, "Let's go local," because we love our communities, farmers, and landscapes. It's about recognizing that doing good can—and should—be good for business. When tourism is harnessed as a tool for positive change, it can transform places, fostering a thriving environment for both people and nature.

Pia Smeds

Project Coordinator

(banner photo: Backfors Gård)

Project updates



DEVELOPMENT OF ENTREPRENEURIAL NETWORKS

We work in Sweden and Finland with companies interested in developing their offer according to regenerative principles. We have identified 12 companies in Finland and 8 in Sweden that have the role of reference companies and conducted two company workshops and benchmarking trips for company information and networking.

We follow their journey with some short films to show companies' process towards regenerative nature tourism and as an inspiration to others. We have worked on benchmarking regenerative tourism in EU countries and beyond. A series of inspiration and knowledge webinars for all started on the 26th of November with Arto Keinänen, CEO of Lakeland GTE, on a case study on building snow drifts for the Saimaa seals. The following webinar was on the 11th of December with Annu Huotari, CEO of Hawkhill, on regenerative tourism in practice. More on those webinars further down in this newsletter.

A third webinar is arranged for the 29th of January 2025 with Kristin Godtman Kling, a Postdoctoral researcher on human geography, on accessible nature tourism.

Check for more: [Info and invitation to our webinar series about regenerative and accessible tourism](#)

ENHANCING KNOWLEDGE IN TRANSFORMATIVE TOURISM

Most interviews with the reference companies about what kind of courses they need regarding knowledge and support were conducted by the end of last autumn. The courses should help entrepreneurs develop their companies. When all the interviews are done, the following step is to decide which courses will be offered. Among other things, there are ideas for a course about maintaining ancient cultural land and its significance.

OTHER PROJECT ISSUES

Cultural heritage is visible everywhere along our coasts. The work concerning taking local heritage into account in service development for all stakeholders is taking place by interviewing the companies about their local heritage in the surroundings and whether they are interested in the subject and want it to be a part of their business. In addition, project work on developing accessible, transformative, and regenerative tourism services has been enhanced. The research and data collection plan is ready regarding the work with a service development model for transformative and regenerative tourism experiences. Towards the end of the project, a guidebook on implementing transformative steps will be published, as will the work on evaluating project effects.

Reggae's workshop in spring 2025



SAVE THE DATE: 7th - 10th of April, 2025

The Swedish and Finnish reference companies will get together for a visit to North Karelia, Finland. The workshop will entail several visits to interesting companies and new places and you will learn from each other in a cross-border manner!

For more information check soon the project website and to sign up contact us by the 6th of March!

The Swedish reference companies may contact Floriane at:

floriane.colonnier@goldoflapland.com

and the Finnish reference companies may contact Angelique at: angelique.irjala@krs.fi

Project companies -

Meet a few of the several reference companies taking part in the project!

Company presentation - Boksjön Slow Adventure





In the village of Boksjön, about 30 km east of Tärnaby in beautiful Boksjödalen in Sweden, Hans and Erica share their authentic mountain lifestyle. As they say, one gets to experience the best of the mountains and the genuine lifestyle in this place. The company offers both cultural and natural experiences in a beautiful valley.

This couple strives to create sustainable tourism that takes advantage of natural resources and the beauty of the area. Their company offers guided hikes and ski trips in the nearby area. In addition to a wood-fired sauna, refreshing baths are available all year round. Erica shares her experiences in learning authentic flatbread baking.

How did Boksjö Slow Adventure start? In the spring of 2018, they went on a study trip to Scotland, which Region Västerbotten Tourism arranged. They visited various companies and were excited when a lecture mentioned Slow Adventures: "That's us!" they both thought.

Since both Hans and Erica have worked a lot in the service and tourism industry, mostly in the Tärnafjällen mountains, it was obvious that they wanted to be able to offer different activities. The hotel they worked part-time at also requested activities for its guests. So they started with things close at hand like flatbread baking, sauna bathing, hiking, berry and mushroom picking and skiing. As Hans puts it about skiing, they want to convey the wonderful feeling of freedom when during a pleasant ski trip gently glide untracked through the sparkling landscape and enjoy the beautiful views.

Their guests can stay in a small and charming log cabin suitable for a family or small group. The cabin was first built in the early 1880s when Erica's great-grandfather came as a settler.

Hans' and Erica's experiences also include storytelling. For example, they tell about the area, including places, plants, people, and film shooting, among many other things. Sustainability is important and the company is certified according to GSTC's (Global Sustainable Tourism Council) sustainability criteria and has received the Västerbotten Experience (VX) label.

Check for more: [Boksjön slow adventure](#)

(photos: Hans Simu, Erica Simu)

Company presentation - Villa Insikt



Villa Insikt is located in Innansjön in Sweden, an elongated village by Göksjön, which in turn is connected to Stora Bygdeträsket, Västerbotten's largest lake, with a waterfall about 200 meters high. Karina has always been interested in nature and outdoor activities in one way or another. "The wooded area to the north, the open landscape and the lake to the south," says Karina, "it is so beautiful, it is open from Villa Insikt and reaches down to the lake". The mountain Bjärnberget is nearby and a pilgrimage for climbers who want to go bouldering.

Villa Insikt offers Wellbeing tourism — a specific type intended to promote and maintain positive health for body and mind, consisting of products and services based on a sustainable interaction with the surrounding environment and society. Karina offers service products like forest bathing, yoga retreats, digital detox camps, nature visits and the house. As she says - nature is the best teacher in teaching to be present in the moment. Villa Insikt is a place for wellbeing. Research shows that staying in natural environments reduces negative emotions and stress, increasing positive emotions, mental recovery, and performance.

Karina strives to achieve the Global Goals according to Agenda 2030. Part of this is that she shops locally, offers bicycles for excursions, sorts waste, and has also installed geothermal heating in the house.

Check for more: [Villa Insikt](#)

(photo: Karina Dilucia)



Company presentation- Where the Wild River Runs



Where the Wild River Runs

The company is run by Roger and his wife Janneke in the woods at the Lögde River in Västerbotten County in Sweden. This couple loves to fish and stay out in nature and are happy to share the pleasure with their guests. Roger is an experienced hunting and fishing guide and Janneke is a trained massage therapist and a nurse.

Their company offers all year round a great amount of all-inclusive packages with activities. They organize different kinds of hikes, experience tours, and workshops. Adventures in the form of guided fly fishing tours for Baltic Salmon or fishing, also ice-fishing on the lakes or out on the sea for pike, perch, whitefish, burbot, trout and arctic char, or an adventurous trip with the raft or searching for a beaver, bear, moose or berries. As Roger says -so, everything is possible. The company organizes several different types of hikes, one guided tour could be

for learning about eatable plants and eatable mushrooms around the river valley. Or the guests may prefer a real adventure skiing in unprepared terrain in the deep snow in the forest or follow the riverbanks to find all the animal tracks and enjoy the total silence. The company also offers accommodation, a spacious lodge, which is also located near the sea with its wide, white sandy beaches on the shaving coast of Nordmaling.

Everything they do is with deep respect for nature and without leaving footsteps behind them. As Roger says - we support catch and release, so that everyone can enjoy what nature has to offer, also in the future.

Check for more: wherethewildriverruns.com



Company presentation - Kråkvilan Garden and Wellness





Kråkvilan Garden and Wellness

The company Kråkvilan Garden and Wellness is situated in Närpes (Närpiö), Finland. Currently, Magdalena and Daniel run the company, which offers homemade sourdough bread for sale, yoga and training services, short retreats, herb walks, and cooking with wild plants, as well as lectures and courses on the beneficial effects of nature on humans.

The company was founded in 2021 out of a desire to live more sustainably. The company founders have always felt strongly about nature, the environment and sustainability. As Daniel says, - we wanted to be able to live a life where our passions are in balance and we have a sense of freedom and can manage our own time, Daniel continues. Nature is an expert in helping us get there. As Magdalena states, by being in nature and connecting with it, we can understand so much about ourselves and heal ourselves and others.

The couple is building a small-scale vegetable farm according to permaculture principles without artificial fertilisers and pesticides. Vegetable growing can serve as an inspiration for sustainable food production on a small scale, where we get mulch and fertiliser from neighbouring farms, compost and make our soil, and use many of our seeds. Nature is present in one way or another in everything that visitors can experience on their farm. The sourdough bread is baked with organic flour from the local area and baked as far as possible with solar electricity from their solar panels or purchased wind electricity. They do yoga and exercise in synchronisation with the seasons and preferably outdoors to promote human contact with nature and one's body. Picking wild plants opens up new perspectives on the environment and what local food can be.

All the activities and services are offered according to the values of respect for nature, people and the Earth. Their vision is to "be the change you want to see in the world" and to help both ourselves and our surroundings live in a healing, peaceful and harmonious way".

[Check for more: Kråkvilan Garden& Wellness](#)

(photos: Daniel Nissén)

Company presentation- Kilen



Kilens Hembygdsgård in Sideby, Kristinestad (Kristiinankaupunki), Finland, is a comprehensive museum and cultural area that opened in 1968. Here, visitors can experience beautiful nature and the local cultural heritage. A foundation runs Kilen. The area is easily accessible and is next to the coast of the Bothnian Sea, an area used for fishing in old times. The ground where the museum is situated has also been used for the saw- and shipping industry in mid-1800s.

The 24 museum buildings in the area represent farmer-fishing- and peasantry culture and mediate the knowledge of the former generation's lifestyle in the surrounding villages. The buildings which all are moved to Kilen from surrounding villages, form a cultural environment.

In the summer Kilen is a place to gather for events. Kilen organises events like artisan markets and cultural events art exhibitions, children's days, courses and other activities. In addition to the events organized by Kilen, organizations use it as a place for gatherings and Kilen is also used for private parties as weddings are very popular to arrange as Ulf Grindgårds (chairman of the board) explains. The former salt factory (Salteriet) is still in place and was in use until the 1950s and is now used for events mentioned. There are saunas and especially the smoke sauna is exceptional and the sauna culture has always been very important for Kilen. There are different possibilities for accommodations at Kilen, such as guest house apartments, camping sites, and a guest harbour. The cafe, restaurant and reception are also located at the heart of Kilen and are open during summer.

Kilen follows the principles of sustainability and wants to be sustainable in ecological, cultural and social aspects respecting the local community and heritage. Kilen cares for environmental issues in their museums and surrounding landscapes.

[Check for more: Kilen](#)

(photos: Lena Enlund)

Company presentation- Cow camp



Cow camp (Lehmäleiri)

The Cow Camp in Ilomantsi, Finland, is a unique experience. The program and leisure activities are shaped according to the camp's composition and the wishes of the campers. The Cow Camp is a four-day active holiday for everyone of all ages who are interested in country life and nature. Campers get accommodation and full maintenance nearby or on the upper floor of the farm. Riitta-Miina is the main person in charge of the camps.

At the cow camp, the campers get to know the cows of Eastern Finland and other farm animals. They also live the everyday life of a farm and learn many kinds of farm chores, such

as feeding animals, hand milking, and shearing sheep. The farm's friendly animals are allowed to brush and graze.

Morning and evening milking are part of the camp's daily routine. In addition to milking, all animals on the farm are fed and cared for, and other necessary work is done, starting with fence repair. Also, various activities have been organised for the campers, such as cheese making, horse riding, and hiking in the Natura 2000 area. In their free time, campers can, for example, get to know the care of Riitta-Miina's diverse vegetable garden, swim in the beautiful natural lakes, or relax with the friendly farm animals.

Riitta-Miina's ecological Eastern Finn cattle farm specialises in preserving natural diversity and protecting Finnish native breeds. In addition to this specific cattle called kyyttö, the farm has Finnish and Kainuu grey sheep, goats, chickens and a horse. All the animals on the farm are reliable and tame because they are petted and pampered every day. Doing real work on the farm is the idea behind the cow camp organized in Ilomantsi. Originally intended for children and families, the camps are constantly more interesting for adults vacationing alone or as couples.

[Check for more: Lehmäleiri \(Cow camp\)](#)

(Photos: Josi Purhonen, Emilia Piipponen)

Events, ideas, research, and good practices

International Regenerative Tourism Conference



Munster Technological University (MTU) hosted the [International Regenerative Tourism Conference](#) on Tuesday, 19th, and Wednesday, 20th November 2024, in Dingle, Ireland, a parallel event together with CE4RT, the [Circular Economy for Regenerative Tourism](#) project. The conference participants included tourism businesses, academics, policymakers, destination management organisations, tourism bodies, climate leaders and local authorities. Over two days, attendees discussed and learned about strategies for and examples of a more holistic, balanced approach to tourism development. Tourism that will deliver net positive benefits for businesses, communities and the environment.

The conference programme included international keynote speakers, academic papers, panel discussions, tours, and social and networking events over two inspiring days on the Wild Atlantic Way in West Kerry.

Five delegates from the Reggae -project participated and learned important eye-opening lessons within research (Luke, Centria UAS) and practice (Kristianstad, GOL). New contacts were made regarding planning for future events in our Reggae projects. We gained a better understanding of regenerative tourism and were also reassured that the Reggae project is on

track. One way to put the main lesson is, “If you wonder if a product is regenerative or not, ask yourself if it changes the world into *a better place?*”. The difference between sustainable and regenerative is that sustainability is passive and static, and sustainable products produce no harm. Regenerative products are active, dynamic, and sustainable but add something positive regarding culture, nature and/or society. Without regenerative agriculture, there can be no regenerative travel and tourism; soil and water are crucial. This is also the foundation for our nature-tourism Reggae -project. We want to regenerate what we have destroyed or abandoned. We need less tourism but more hospitality. Tourism is localism, “let’s go local”; we love our place and farmers. Tourism is a tool to change the place, for example, by getting more children into kindergarten. On top of that, doing good is good for business.

Regenerative tourism is a process. We need to break down the process into steps for companies and take one step at a time. For example, companies can be supported by monthly meetings. Regenerative is about a paradigm shift, a transformed mindset, driven by local regenerative movements that will become part of a significant global movement.

Check for more: https://www.slu.se/en/departments/forest-ecology-management/forskning/nordic-nature-health-hub/regenerative-nature-tourism/Project_activities/Conference_Ireland_2024/

(Photo: Lena Enlund)

Seminars and Workshops

Reggae's Workshop 8th -11th of October, 2024



Reggae workshop in Sweden and Finland

The second workshop with a study visit to five project entrepreneurs in Sweden and Finland, took place on October 8-11, 2024. Gold of Lapland and Business Kristinestad organized the Reggae project's second workshop for the project entrepreneurs and project members. In total, 20 persons and 10 companies took part in the trip in both countries.

The visited companies presented their places, what they offer, and their interesting stories about becoming entrepreneurs. The project researchers led many discussions on regenerative and accessible tourism. During the workshop, discussions were held about the entrepreneurs' different needs regarding education, practical assistance, and networking. This was done to provide better conditions for developing their businesses in a more regenerative, sustainable, and inclusive direction and to create new regenerative tourism activities. In addition to this, there was plenty of time for intensive informal discussions and networking.

Check for more: [Info and pictures from our project workshop/studytrip 1 october](#)

(photos: Lena Enlund)



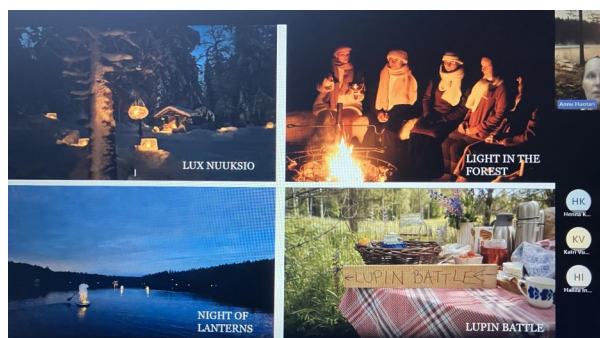
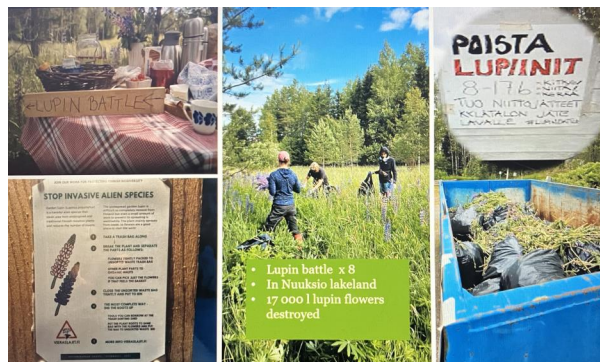
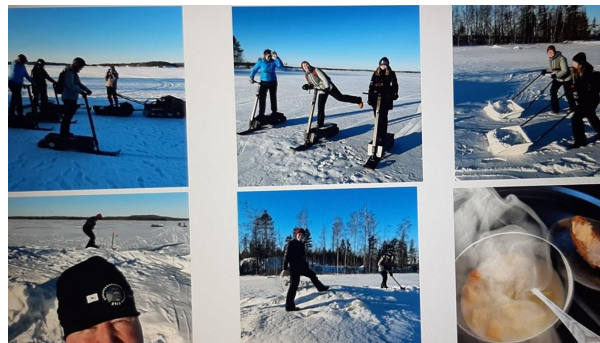
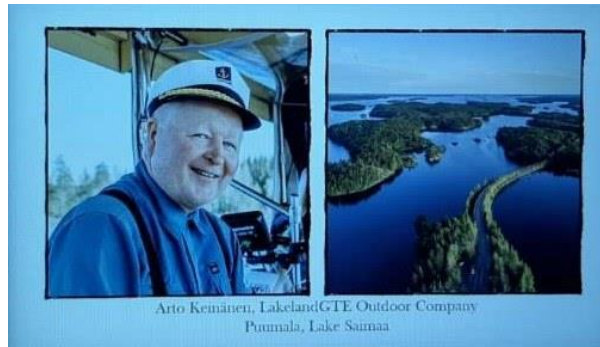
Webinars on regenerative tourism in practice

Two webinars were held in late autumn 2024

The first webinar was arranged in late November 2024 with Lakeland GTE Outdoor company from Puumala, Lake Saimaa, Finland. The topic was the case study of building snow drifts for the rare Saimaa seals, a famous, cute mascot. The visitors, can as participants help the Saimaa ringed seals by making man-made snow drifts to help them nest. Electric snow scooters with a local seal guide will take the participants to the sites. This is a great example of regenerative tourism, supporting the seals, keeping the countryside alive, sharing knowledge and local culture.

Our webinars on regenerative and accessible tourism continued in December with the example of the Hawkhill company, surrounded by the Nuuksio National Park near Helsinki. Hawkhill is an old family-run business that offers accommodation in eight unique villas and wilderness experiences. The CEO, Annu Huotari is the first Sustainability Ambassador in Finland. She pinpointed the power of genuine stories, the place and events. Annu's stories relate to her family, the village and the area. Also, she brought up the importance of collaboration between people and other companies. Collaboration is one of the main keys to success. She has together with almost 30 different companies founded the Nuuksio Lakeland. Now, several new events are offered as service products, for example, Lupin Battle and Night of Lanterns. She has noticed that guests want to learn something new and do good. Moreover, educating and raising awareness about sustainability and the regenerative mindset is important.

(Photos: Lena Enlund)



UPCOMING WEBINAR!

A third webinar is arranged for the 29th of January 2025 with

Kristin Godtman Kling, a Postdoctoral researcher on human geography, on accessible nature tourism.

Check for more: [Info and invitation to our webinar series about regenerative and accessible tourism](#)

The project - Regenerative Nature Tourism

The project - Regenerative Nature Tourism

Aims to promote accessible and regenerative tourism and to enhance the well-being of entrepreneurs in the project area by building networks and clusters, developing courses, guidebook, and novel thematic tourism experiences. By the increased competence of entrepreneurs and developing thematic tourism experiences co-created together with customers, researchers, local community, and entrepreneurs, tourism firms can attract new customers. Finally, the competitiveness of the tourism firms is enhanced while bringing wider benefits to the travel destination. Cross-border products through cross-branch networks and clusters support the understanding of valuable joint culture and rich history as well as how our prosperous but vulnerable nature is as a resource for all. Thus, the acceptability of sustainable tourism services increases, and tourists take home lessons on how to give back to nature. Regenerative tourism will increase well-being and prosperity for nature, society, culture and a more stable income for entrepreneurs. The project started 09/2023 and ends 08/2026.

Project details and contacts

Social Media Channels of the Project

[LinkedIn](#) [Facebook](#)



Contact details for the Project Working Group can be found on the [project website](#)

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