



REGENERATE

Regenerative Tourism for Resilient Communities & Natural Heritage A Northern Periphery and Arctic (NPA) cooperation project

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1 Visit Reykjanes and Reykjanes Geopark, ICELAND • 2 GeoCamp Iceland, ICELAND •

3 Olemisen Balanssia ry, FINLAND • 4 Karelia UAS, FINLAND • 5 Gold of Lapland, SWEDEN •

6 Cuilcagh Lakelands UNESCO Global Geopark, IRELAND

About the Project

REGENERATE promotes a transformative shift towards **regenerative tourism**—going beyond sustainability to actively **restore ecosystems, empower communities, and preserve cultural heritage**.

The project is led by **Visit Reykjanes (Iceland)** with partners in **Finland, Sweden, and Ireland**, and develops practical tools and pilot hubs to show how tourism can become a force for positive change.

Key Objectives

- Build capacity among public authorities and SMEs to adopt regenerative practices
- Establish **four pilot regenerative travel hubs** in Iceland, Finland, Sweden, and Ireland
- Develop a **regenerative tourism model** and public–private business framework
- Create training, promotional tools, and marketing strategies for NPA regions
- Strengthen **transnational cooperation** and exchange of best practices



Why It Matters

Tourism is vital for NPA regions but also brings pressure on sensitive natural and cultural landscapes. REGENERATE addresses challenges such as:

- Climate vulnerability
- Community depopulation
- Unsustainable visitor flows

By rooting tourism in **local knowledge, ecological stewardship, and cultural integrity**, REGENERATE sets a replicable pathway for other regions in Europe and beyond.

Partnership

- Visit Reykjanes (Lead Partner, IS)
- GeoCamp Iceland (IS)
- Olemisen Balanssia ry (FI)
- Karelia UAS (FI)
- Gold of Lapland (SE)
- Cuilcagh Lakelands UNESCO Global Geopark (IE)

Alignment with Policy

REGENERATE contributes to:

- The **European Green Deal**
- The **Atlantic Action Plan 2.0**
- **UNESCO Global Geoparks' commitment** to sustainable development

To learn more:

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