Interreg Baltic Sea Region

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RESILIENT ECONOMIES AND COMMUNITIES

REDIRECT

Regenerative Tourism

TRAVEL LIKE A BEE WITH CARE AND CONTRIBUTION

Be the guest every destination hopes for



The REDIRECT project - Regenerative Tourism in the Baltic Sea Region for Resilient Communities towards a Circular Economy (#C061) is co-financed by the European Commission and the European Regional Development Fund under the Interreg Baltic Sea Region program https://interreg-baltic.eu - https://interreg-baltic.eu/project/redirect/



A bee collects nectar from flowers. But it also helps flowers grow and thrive.

As a regenerative traveller, you can do the same

- Contribute to the place you visit
- Leave them at little better than you found them



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Travel differently

As a regenerative tourist, you discover and participate in projects where you collaboration and co-create to help restore and improve the places you visit.

Most travellers ask...
"What can this place offer me?"

"How can I contribute while I am here?"

Regenerative travellers also ask

This gives you the opportunity to connect with local people and contribute with more than just your money. You share your time, skills, and experience.

Around the world, you'll find projects where you can be like a bee and make a positive contribution, encouraging:

- Cultural exchange and development
- Wildlife and nature preservation
- Local business development



This way, you help create more resilient destinations.







Before you go

How to be like a bee before departure

Plan your trip with collaboration in mind

Contact the local tourism office and ask about regenerative projects where you can collaborate and co-create.

Learn about local culture and etiquette

Understanding local culture and etiquette helps you connect with local people in a respectful and meaningful way.

Travel as sustainable as possible

Whenever possible, choose a bike or other low-impact transport.

Every travel choice is an opportunity to create a positive impact.





During your stay

How to be regenerative like a bee while you are at the destination

Basics in being regenerative

Please be respectful, humble, and curious when meeting local people.
Don't sting.

Offer your collaboration

Ask, "How can I help today?" This is the mindset of a regenerative tourist. Take on the tasks you're given and do your best to help.
Be busy like a bee.

Offer your co-creation

Once you've collaborated and gained an understanding of the project, you're ready to co-create.
Listen first, learn the context, and then share your ideas.
Be humble, helpful, and creative - like a bee.

- Stay as sustainable as you can
- Consume as locally as you can
- Take care of wildlife and nature at the site
- Choose as sustainable accommodation and transportation as you can
- Sort your litter if possible







After your stay

How to be regenerative like a bee
when you return back home

Become an ambassador

Spread the buzz. Inspire others by sharing your regenerative travel experience. Encouraging others to get involved may be one of the greatest contributions you can make.

Expand your network

If you know someone who could benefit the project, help make the connection. Building networks is one of the most powerful ways to create lasting impact.

Evaluate your regenerative journey

Use our Regenerative Calculator to discover the impact of your trip and see how regenerative your journey was compared to others.

Scan the code below.





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Regenerative Tourism experienced

Vienkoči Park Regenerative Craft & Heritage Engagement, Latvia

Wood is a unique material and it is very inspiring to learn from skilled craftsmen and get a hands on experience in crafting. It was very interesting to learn how to sharpen your tools and learn the techniques needed to craft things in the old fashioned quality way. I think it is very important to keep this heritage and these skills alive. A lot of modern design and production is based on these skills.

Peter Hansen, 55 Denmark

Cooking at Botildenborg, Malmoe, Sweden

I could easily go to a café and enjoy a nice meal, while looking at people wondering what the swedes are like. Here at Botildenborg I actually get to meet the swedes and prepare a nice meal, not only for myself but for others too. We are cooking in an international atmosphere, learning from each other, and having a good time while enjoying the meals prepared.
A truly different and rewarding experience compared to eating in a conventional café.

Amy Castrol 29, England

Building a bug hotel at Hawkhill lodge resort, Finland

At Hawkhill lodge resort I got the opportunity to build my own bug hotel and place it in the forest. So rewarding to sit by the lake and build something, which boosts the biodiversity in the area. I was instructed by the owners of the resort and learned about the wildlife in the area. So nice to give something back to this beautiful nature and the people living here, even though it is just a small thing. I think I will build another one when I get back home, our nature also needs a helping hand.

Justin Alderweld, 45 Netherlands

Harbour cleaning in Bremerhaven, Germany

It is always exciting to experience a harbour from the seaside - and a busy harbour like Bremerhaven is even more exciting. On top of that we get the opportunity to help cleaning the harbour from litter and register what we find. Regenerative sightseeing is just so much better than just sightseeing, because you work together with others to do good. It is fun and makes sense.

Luca Spaletti, 31 Italy

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Thank you for contributing

Read more

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