

03.11.2025

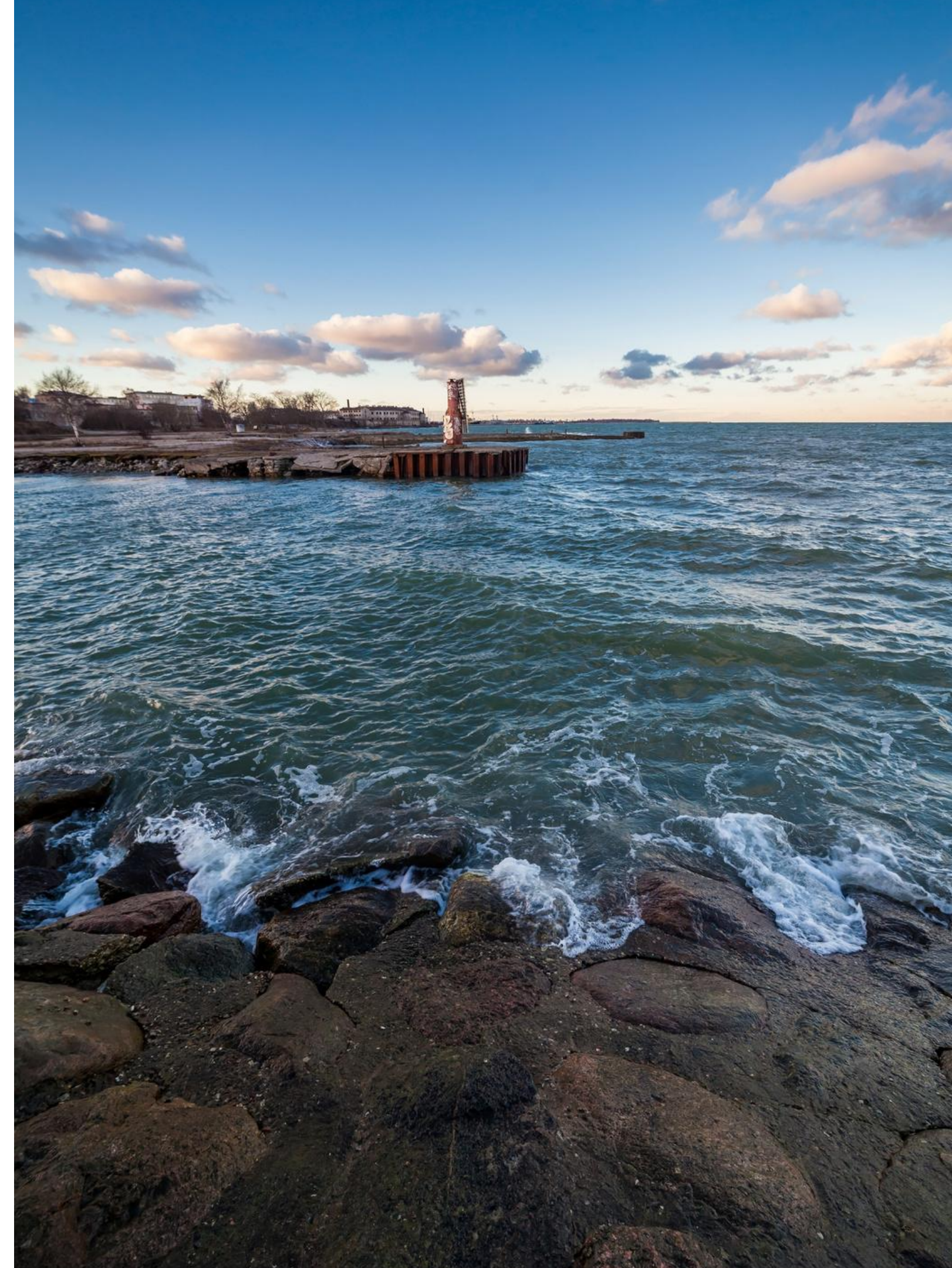
CLIMATE-NEUTRAL & REGENERATIVE TOURISM IN BALTIC CITIES: FROM AMBITION TO ACTION

Workshop organised by the EUSBSR
Policy Area Tourism Coordinators



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EU STRATEGY
FOR THE BALTIC
SEA REGION

Policy Area Tourism



≡Welcome≡

Magda Leszczyna-Rzucidło — Moderator
PA Tourism Coordinator, EU Strategy for
the Baltic Sea Region / Director for
International Cooperation at Pomorskie
Tourist Board

James Simpson — Speaker
Project Manager, Regenerative Tourism
RDI, Novia University of Applied Sciences

Dr Aleksandra Koszarek-Cyra — Speaker
Assistant Professor in Environmental
Economics, University of Gdańsk



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Session structure

- **3 expert presentations**
- **Q&A with reflections from the audience**
- **Workshop: From ambition to action**



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03.11.2025

CLIMATE-NEUTRAL & REGENERATIVE TOURISM

Magda Leszczyna-Rzucidło,
Policy Area Tourism Coordinator, Pomorskie Tourist Board



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EUSBSR PA Tourism provides a **strong platform to reinforce sustainable tourism development** in the Baltic Sea region, creates networks, and **strengthens the dialogue** with tourism industry stakeholders.

EUSBSR PA Tourism **enhances the Baltic Sea region's profile, visibility and attractiveness.**



3



EUSBSR PA TOURISM ACTIONS:

1. TRANSNATIONAL TOURISM DEVELOPMENT IN REMOTE AND RURAL AREAS
2. INVESTING IN PEOPLE, SKILLS AND TECHNOLOGY IN THE TOURISM INDUSTRY
3. PROTECTION AND SUSTAINABLE UTILISATION OF CULTURAL HERITAGE AND NATURAL RESOURCES IN TOURISM DESTINATIONS



EUSBSR PA Tourism Action Plan update

Current Actions	New Proposed Actions
Transnational tourism development in remote and rural areas	Strengthening competitiveness in the tourism sector in rural and remote areas
Investing in people, skills and technology in the tourism industry	Securing a skilled workforce and promoting year-round tourism opportunities
Protection and sustainable utilisation of cultural heritage and natural resources in tourism destinations	Promoting sustainable and regenerative tourism practices



Pomorskie
Tourist Board

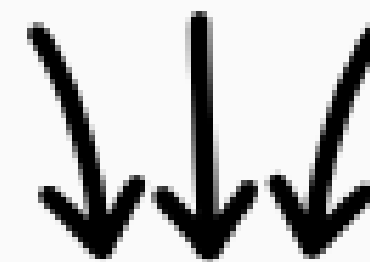


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MEMBER

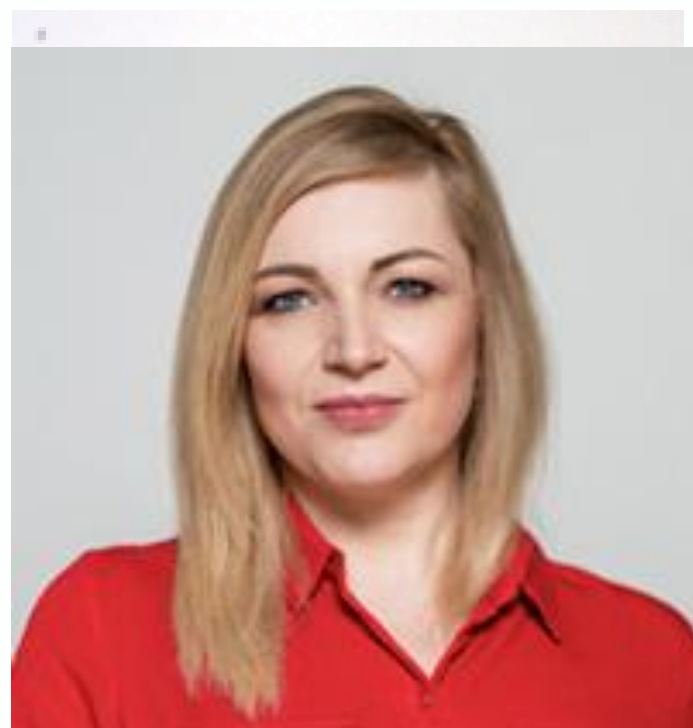


VISIT OULU



**SUSTAINABLE
TRAVEL
FINLAND™**

EUSBSR Policy Area Tourism Coordinators



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Pomorskie
Tourist Board



POHJOIS-
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COUNCIL OF OULU REGION



ANNA-MAIJA TOIVONEN

Council of Oulu Region

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Implementation of the EUSBSR

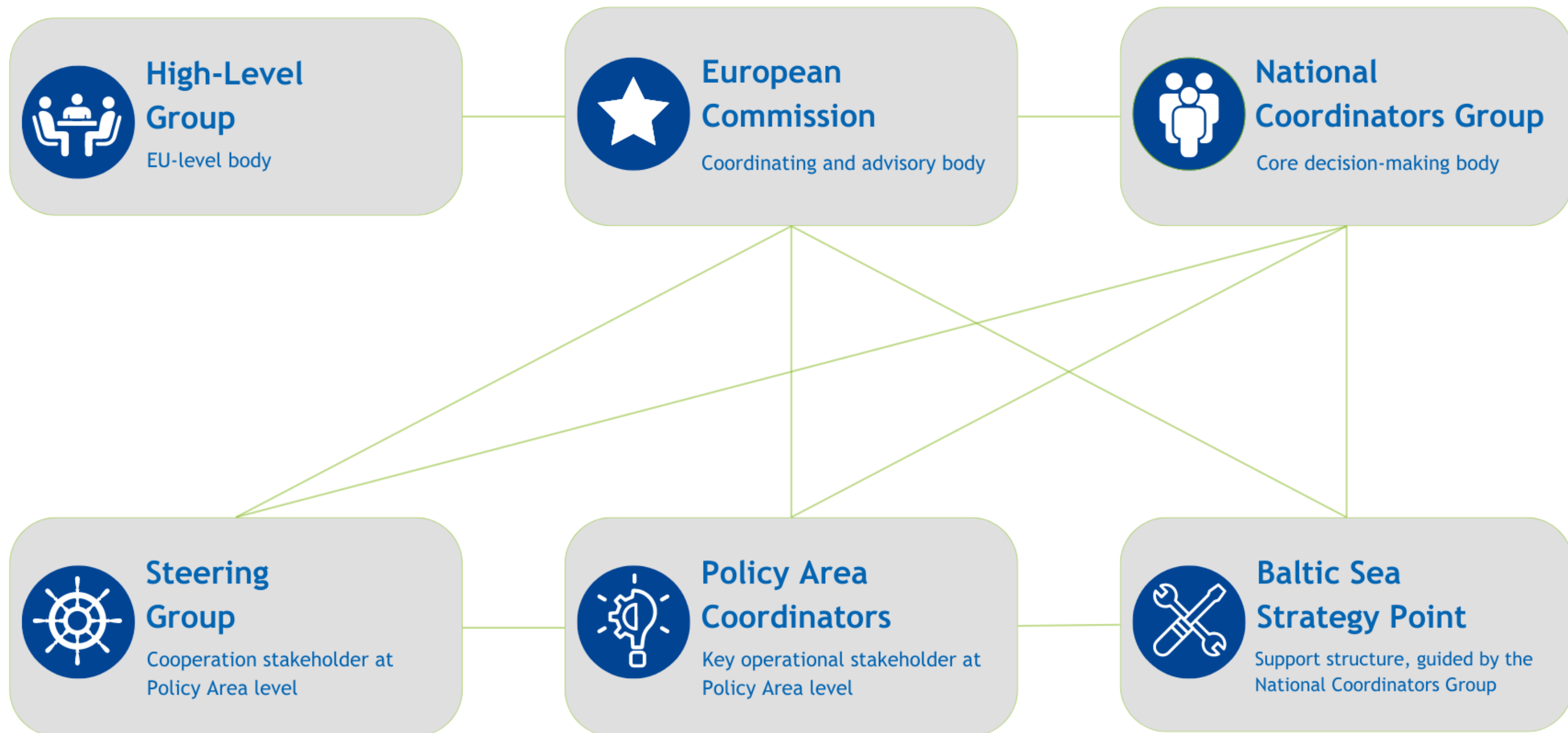
✓ 3 main objectives

✓ 14 interconnected Policy Areas

Climate change aspects and cooperation with neighbouring non-EU countries are mainstreamed into all 14 policy areas.



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Policy making - PA TOU Steering Group



Country / EU	Institution
Denmark	VisitDenmark
Estonia	Ministry of Economic and Communication
Finland	Business Finland
Sweden	Government Office of Sweden (Regeringskansliet)
Lithuania	Ministry of the Economy and Innovation (EIMIN)
Latvia	Investment and Development Agency
Poland	Ministry of Sport and Tourism (MSiT)
European Union	European Commission REGIO

Cooperation formats - annual

- The annual forum for EUSBSR Policy Area Tourism **since 2008**
- This forum aims to promote **dialogue, consensus building and a shared vision** of the key challenges of tourism development around the Baltic Sea
- BSTF is closely **linked to the implementation process of Policy Area Tourism**
- It **contributes strongly to the aims of the macro-regional strategy** and its action plan adopted by the European Commission
- Arranged by EUSBSR PA Tourism coordinators



Cooperation formats - informative webinars



ONLINE WEBINAR

Tourism initiatives in European Union

Meet with the EU's DG REGIO & JRC Experts!

20 April 2023 | 11.00 - 12.30 CET

EUROPEAN UNION
EU STRATEGY FOR THE BALTIC SEA REGION

Interreg
South Baltic

Co-funded by the European Union

POLICY AREA 'TOURISM'

CYCLING TOURISM WEBINAR

Join our experts & practitioners and learn on how they boost tourism and local SMEs offer thanks to EuroVelo biking routes!

26 March 10.00 CET



Interreg
Baltic Sea Region

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WEBINAR

FOOD Tourism

IN THE BALTIC SEA REGION

19 November 2025 | 9:30–11:00 CET

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BASCIL
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COOPERATION FORMATS - SUPPORT TO TOURISM PROJECTS

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Horizon Europe project: CROCUS - Cross-Border
Cultural and Creative Tourism in Rural and
Remote Areas

Interreg



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Central Baltic Programme



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RESILIENT ECONOMIES AND COMMUNITIES

CliqueDest

Climate Neutral Destinations

INTERREG BALTIC SEA REGION



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RegenT

2025 – 2028

Integrating Regenerative Practices in
Nature and Cultural Tourism

Interreg
Baltic Sea Region



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PROJECT PLATFORMS

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 7 EU projects.





Partnership

1. Visit Tampere
2. City of Helsinki
3. Baltic Institute of Finland
4. Royal Djurgardens Society, Stockholm
5. Pomorskie Tourist Board
6. Public Institution Kaunas IN
7. City of Stavanger
8. Commercial Fund of Visitaarhus
9. Tallinn Strategic Management Office
10. Stockholm Environment Institute Tallinn Center

Duration

1.3.2025 – 28.2.2028

Budget

3 110 000 €



Main objectives of the project

1. Transition towards climate neutral tourism business

- Utilizing best solutions for measuring and decarbonizing
- Building competence and cooperation
- Responding to customer demand for low carbon travel

2. Increasing the resilience of tourism industry

- Building joint knowledge on the effects of climate change on tourism and how to adjust – resilient business and service models through Nordic-Baltic cooperation

Results

1. Climate Smart Business Toolkit for Tourism –

Systematic development together with the companies

2. Baltic Sea Region Climate Neutral Destination Network –

Leading the transition of tourism industry



Climate-Smart Business Toolkit



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CliqueDest

1.

Climate-
smart business
development tools
for companies

2.

Model for co-
creating low carbon
visitor experiences

3.

Knowledge
management model
for climate neutral
destination
development

4.

Training
programme for
utilizing Toolkit in
destination
climate work

Developing Climate-Smart Tourism with companies

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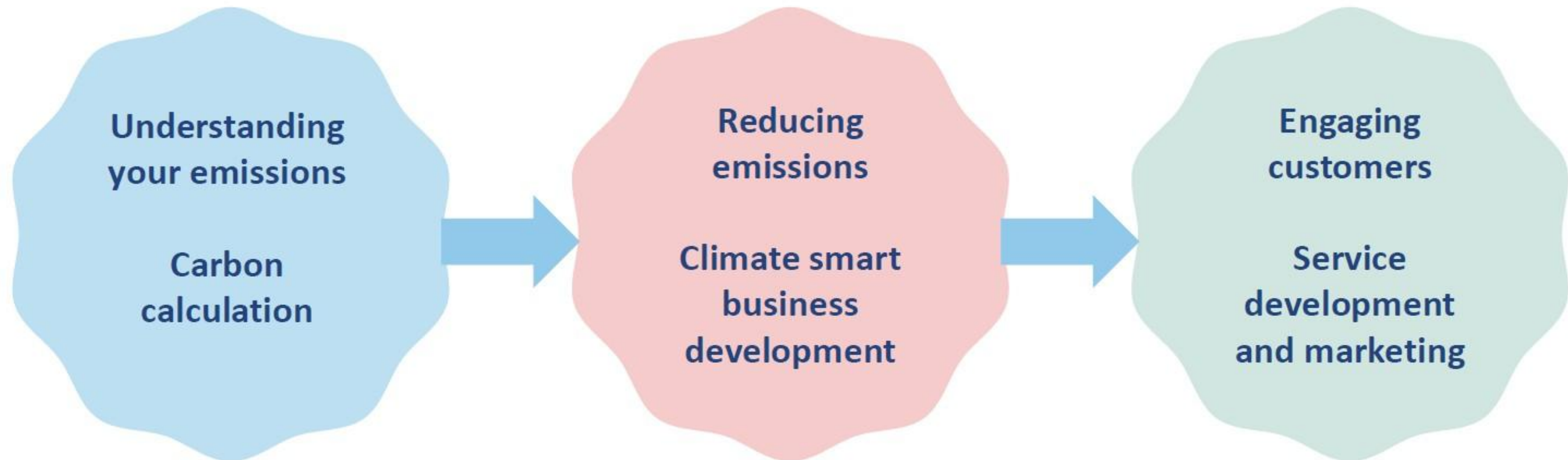


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CliNeDest



Tourism connects people *and drives economies*

Tourism connects people and drives economies, but also brings significant emissions from energy, transport, and resource use. For SMEs, managing emissions means more than following regulation. It's a path to saving money, earning trust, and futureproofing your business – and the planet!

This guide gives you:

- Practical, stepwise actions – even if your data or time is limited
- Business-first logic: climate action that supports business ROI and builds your brand
- Tools and templates for easy planning and documentation
- Clear recommendations with digital support

Why Being Climate-Smart Matters

When you measure, manage and reduce your climate impact, you:

- Save on energy, fuel, and resources
- Attract customers who value sustainability
- Stay ahead of regulations and standards
- Build a trustworthy, resilient brand



Let's start – this Guide is flexible and scalable, whether you are a beginner or an advanced user, emissions reduction always pays!

5. Summarize and Prioritize Hotspots

Some actions are easier; some actions require more effort. Summarize your calculator results to identify real hotspots where you need to focus, to achieve both quick win but also real long-term changes. Most likely your hot spots are electricity and heating, transportation and food.

Start with high-ROI or quick-win actions for example:

- **Hotels:** switch to LED lighting, promote towel/linen reuse, purchase renewable electricity
- **Restaurants:** reduce food waste, add plant-based dishes and move to primarily local food produce
- **Attractions:** Offer low-carbon transport, reduce on-site waste and use renewable energy sources
- **Tour operators:** optimize routes, switch to electric and train staff in energy-efficient operations
- Supply chain audits, local menu redesign, make your own procurement prioritize green products and services

Turn these hotspots into an action playbook you can share and communicate internally and externally.

Pro-Tip: Include at least one "stretch" action in your hotspot action plan (e.g., switching to 100% renewable energy, 100% EV transportation or local food produce) that could serve as a flagship project and market differentiator.

Why should tourism companies join the project?

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Positive Intentions Behind Sustainable Travel



75% of global travelers say that they want to travel more sustainably over the **next 12 months**

75%



57% intend to **reduce energy consumption** on future trips

57%



54% intend to use more **sustainable modes of transport** when traveling in the future

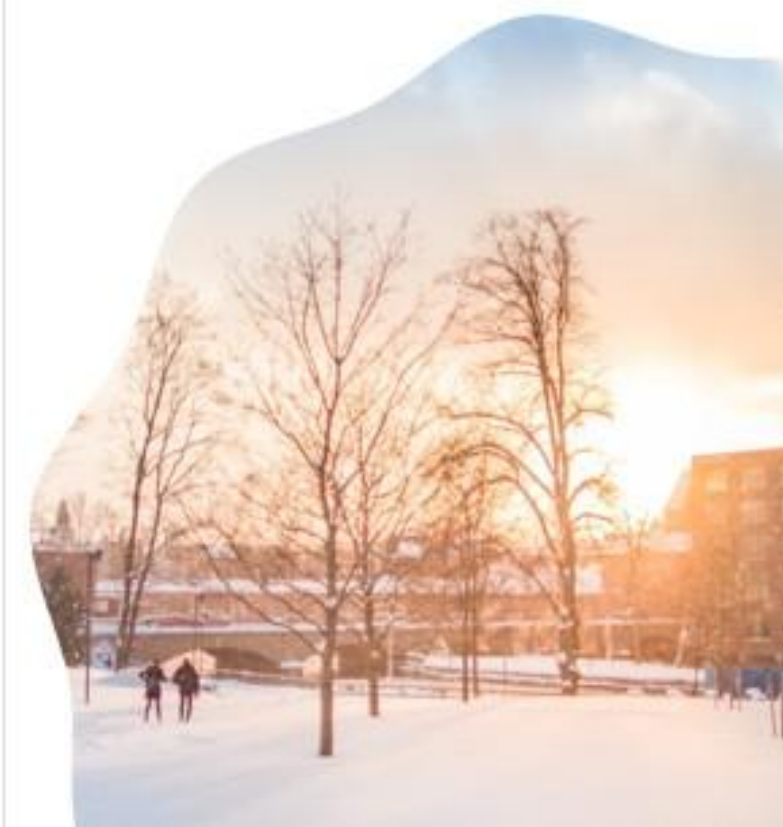
54%



43% feel guilty when they make less **sustainable travel choices**

43%

Sustainable travel
report 2024
(booking.com)



Why the tourism industry should be leading the change?

1. Tourism industry is one of the most vulnerable to climate change
2. Tourism is an emotion-driven industry
3. The tourism sector depends on the preservation of ecological carrying capacity
4. Building resilience is the future of tourism
5. Tampere can become a pioneer in sustainable tourism



A shared path toward regenerative and climate-neutral destinations

- Tourism can accelerate climate neutrality when aligned with **local goals**
- **Cities** are key: they connect policy, people and place
- Focus now is on **practical action**: low-carbon mobility, circular services, local value creation
- Regenerative tourism goes beyond reducing impacts — it **restores nature and culture**
- Change requires **partnerships and shared responsibility** across sectors and communities
- Together, we can ensure **tourism gives back more than it takes.**



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Tourist Board

Thank you

MAGDA LESZCZYNA-RZUCIDŁO

EUSBSR Policy Area Tourism Coordinator



Interactive Workshop: From Ambition to Action

We will explore three key action areas for **climate-neutral and regenerative tourism**:

1. **Decarbonising tourism**
2. **Regenerating nature and culture**
3. **Empowering cities and communities**



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Everyone discusses all themes step-by-step at their tables.

Theme 1: Decarbonising Tourism



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1. What is one practical action your city could take in the next 12 months to reduce emissions in tourism?
2. Who needs to take the lead first to make this happen?

Theme 2: Regenerating Nature & Culture



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1. How can tourism help restore or improve a natural area or cultural place in your city?
2. Which partner or community would be most important to activate first?

Theme 3: Empowering Cities & Communities



1. How can residents and local businesses be more actively involved in tourism decisions and benefits?
2. What governance or cooperation measure could start this change quickly?



**THANK
YOU**



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