



REGENERATIVE NATURE TOURISM NETWORK

Interreg  Co-funded by
the European Union
Aurora

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the European Union
Northern Periphery and Arctic

ReThink

ABOUT

The Regenerative Nature Tourism Network is an open collaborative community connecting like-minded businesses and organisations on a shared journey toward ecological and social renewal. The network is free to join - no membership fees or hidden costs.

It is not a certification, label, or auditing body, but a supportive space for peer-to-peer exchange. It is a collective space to share knowledge, discover sustainable practices, and transition toward truly regenerative ways of working in nature tourism.

The network has been established in Interreg NPA and Aurora projects REGGAE, ReThink and REGENERATE in 2026, and aims to keep extending beyond the project durations.

MATERIAL FOR MEMBERS



- Logos
- Text and slogan about regenerative nature tourism to website and social media
- Social media content about regenerative nature tourism and the network
- Map of members:
<https://www.google.com/maps/d/viewer?mid=1hS2opXhg5uprUMZzQlrKQdgUi9h0U3g>

SOCIAL MEDIA CONTENT



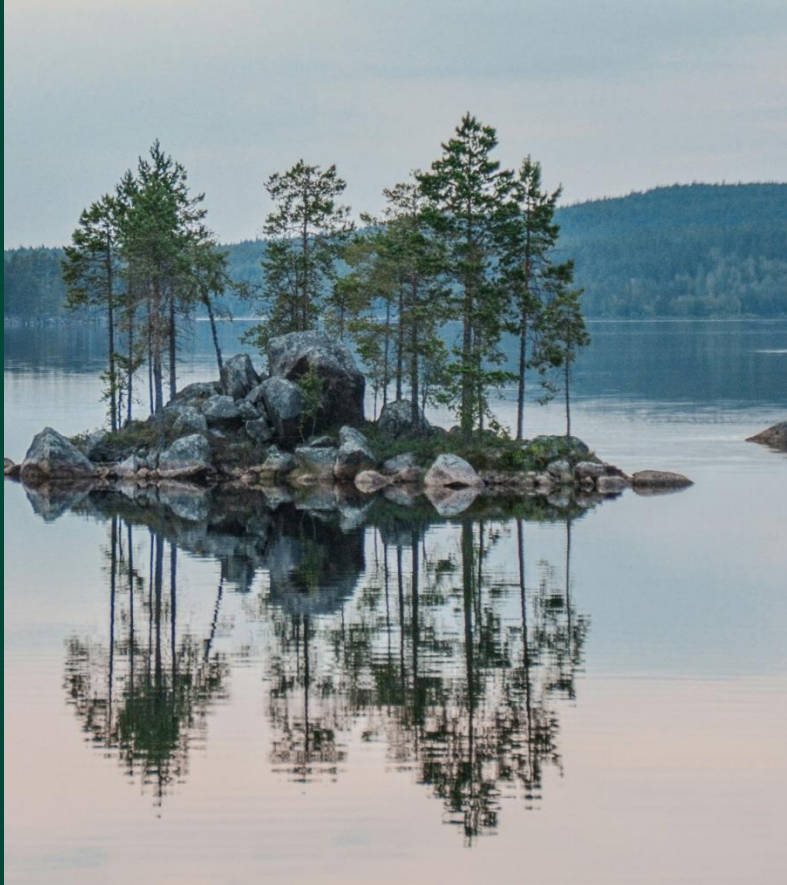
COMMUNICATION

- Always include examples of concrete actions you are making towards regenerative tourism, with the use of the network label and materials – to prove its not green washing and not just empty words!
- NOTE! Always be careful with wording – we are working **towards** regenerative tourism
 - Avoid making sustainability statements or claiming you have regenerative operations if you are not able to measure and prove it with concrete facts
- Network's official pages:
 - [Regenerative Nature Tourism | LinkedIn](#)
 - [Regenerative Nature Tourism | Facebook](#)

Terms (September 2026)

- Network is open to all tourism related businesses and organisations with aligning values and concrete aims to work towards regenerative futures
- The member organisations are public and can be mentioned in public platforms
- It is recommended, but not compulsory to present the network material on member website and social media
- Network formation is on its early stages and the administrative structure of the network will be developed together with the members when the network grows
- Currently there is no fee to join, but this might change when the network grows
- Network is linked to the regenerative tourism toolbox and its communication platform
- Network can use the existing Regenerative Nature Tourism social media channels on LinkedIn and Facebook
- Network register current ownership is under Gold of Lapland, Sweden in ReThink project

HOW TO JOIN?



1. Define your values and aims towards regenerative tourism development
2. Fill in the registration
from: <https://goldoflapland.typeform.com/to/d7hl33e0>
3. Receive a confirmation and the digital content kit
4. Join the discussion forum: To be launched in the beginning of 2027!
5. Join the meetings and see where it leads!

First meeting

Date: 18 November 2026

Time: 9:00-10:30 (Sweden)

Location: Online (Teams)



MORE INFORMATION

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