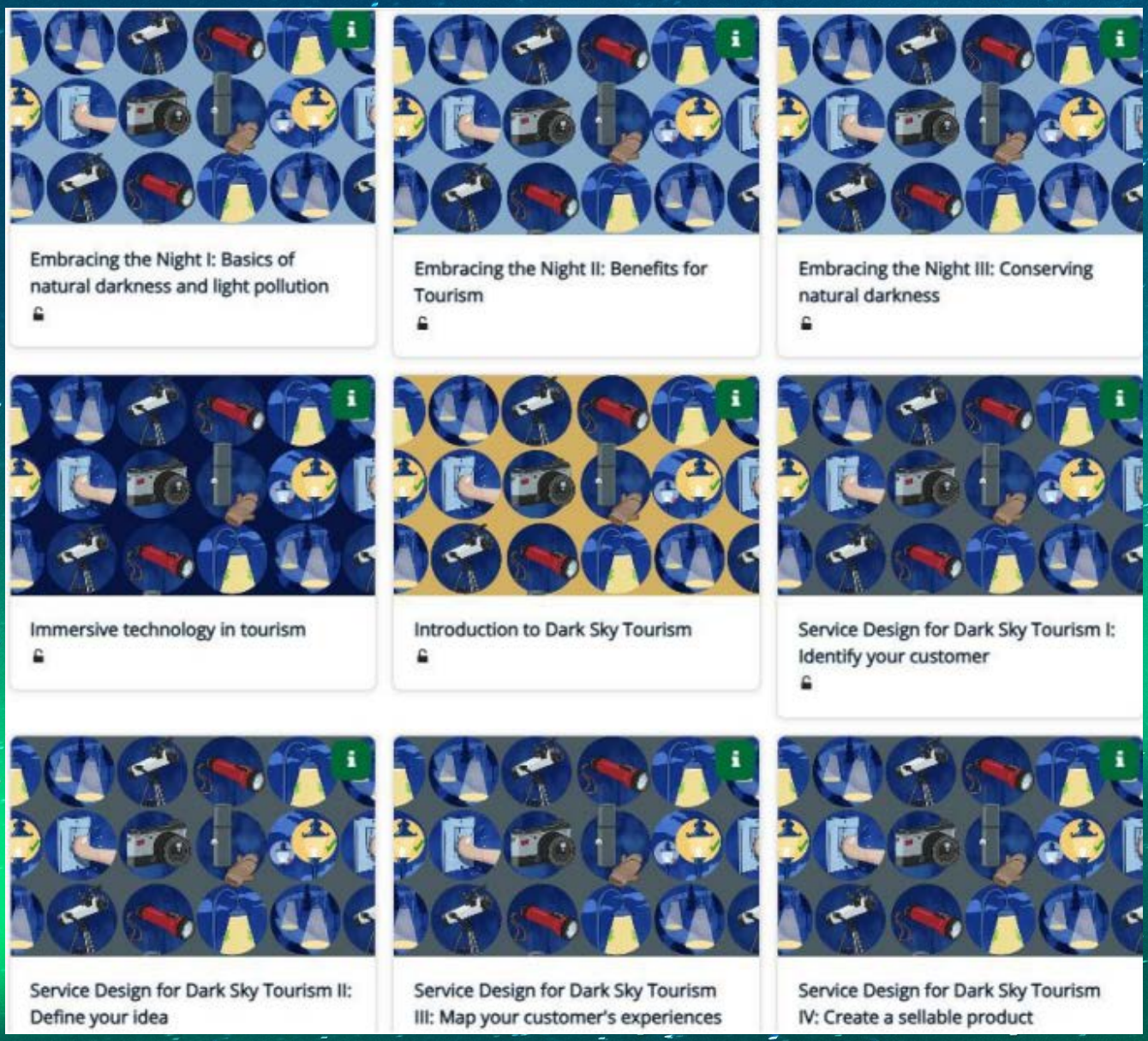
NPA GLOW2.0 - Green Energy Technologies for Tourism Growth



Online Capacity Building Training Programme

(Output O1.1)

15.8.2025

GLOW2.0 | Interreg Northern Periphery and Arctic

Co-funded by the European Union

Cover photo: Noel Bauza/ Pixabay

Table of Contents

Introduction 3
Specification for the Capacity Building Programme 4
Creation of formal capacity building and training progamme 5
Implementation of capacity building and training programme 9
Creation of online capacity building training programme 12
The online capacity building training programme 13
Anticipated impact of Output O1.1 on target group SMEs 18
Conclusion 19

Introduction

The objective of NPA GLOW2.0 – Green Energy Technologies for Tourism Growth project is to support enterprises and public organisations in developing tourism flow during the dark autumn and winter months, using darkness of nature and Dark Sky as additional elements for diversifying the tourism package, while effectively communicating light pollution and ways to prevent and reduce it.

One of the GLOW2.0 project consortium was to create an Online Capacity Building Training Programme, project Output O1.1. The output was designed and developed for enterprises and organisations interested in the Dark Sky tourism economy to get inspired, upskill or reskill themselves on thematics of service design, immersive technologies, the role light pollution plays on tourism businesses and economies, and application of green business models.

Even though the output was a result of Work Package 1 activity, findings from project activities and thematics across all work packages have been combined into a cohesive whole to form it. The output O1.1 is a refined version of the formal capacity building and training programme (Activity A1.2 Series of modules), a framework utilised by the GLOW2.0 consortium in upskilling and reskilling of target groups across participating regions (Activities A1.3, A2.4, A2.5, A2.6 and A3.3), based on their identified dark sky development needs mapped during the first project period (Activity A1.1). The upskilling and reskilling events focused on Northern Periphery and Arctic regions (NPA) participating countries of Finland, Iceland, Ireland and Norway.

The result, Output O1.1 Online capacity building training programme, showcases service design, immersive technology training, application on green business models, interventions on light pollution and selling.

This report summarizes the main activities and key phases of developments for the creation of the Online Capacity Building Training Programme, including highlights in its development.

Specification for the Capacity Building Programme

Northern Periphery and Arctic (NPA) Green Energy Technologies for Tourism Growth (GLOW2.0) project partners worked towards identifying the needs of the target audience during the first project period (12.2022 – 05.2023). This development was part of project Activity A1.1 Engaging target audience to verify needs. The target audience were small and medium-sized (SMEs) tourism product and service providers from four participating countries – Finland, Ireland, Norway and Iceland. This was realised via a survey questionary aimed at specifying the needs of target audience for developing offerings within the Dark Nights Tourism Economy, and creation of a formal capacity building and training programme. The key elements included:

- knowledge of dark skies science concepts and technologies and techniques for preserving dark skies.
- technical capacity in integrating dark skies elements in service design, branding and promotion, use of digital communication for promotion and sales.
- technical capacity in using immersive and other digital technologies, including conditions of hire of specialist immersive equipment.
- networking needs for regional impact, including needs for partnerships with tourism agencies and other tourism operators.

The findings were thereafter adapted to the verified needs and refined on a common and on a regional basis. The result was a specification of a capacity building programme, including main items and balance of elements of training, knowledge access and mentoring, with means of delivery. The results are accessible from GLOW2.0 report, **deliverable D1.1.1 Specification for the capacity training programme (link)**, presenting a summary of the survey findings and the main items and balance of elements of training, knowledge access and mentoring, with means of delivery.

Creation of formal capacity building and training progamme

Results of Activity A1.1 Engaging target audience to verify needs, condensed into project deliverable D1.1.1 **Specification for the capacity training programme (link)**, formed basis for creation of formal capacity building and training progamme - Activity A1.2 of the project. In the deliverable report, survey respondents showed high interest across all regions to enhance services under the Dark Sky thematic framework, with over 90% stating interest in product-service development, and over 70% stating an interest to learn about and or test technologies that could be used to improve existing or create new service offers.

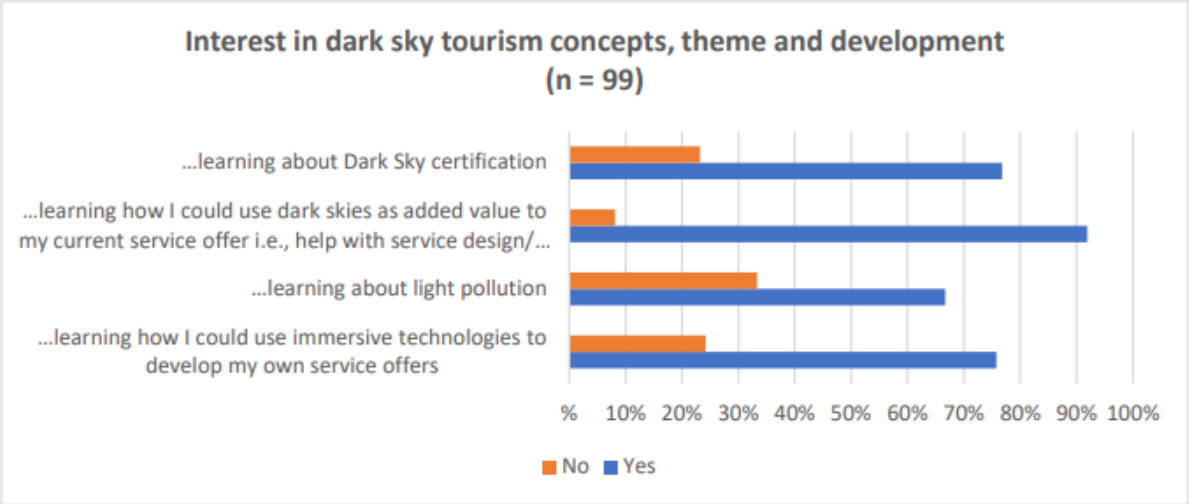


Figure. Survey respondents on interest areas and themes for dark sky development.

GLOW2.0 consortium, all partners in collaboration, worked on project Activity A1.2. Creation of a formal capacity building and training progamme (CBP) as a series of modules based on:

(i) analysed survey results in deliverable D1.1.1 Specification for the capacity training programme (link)

(ii) project period 1 findings from work package 2 learning journey learnings, benchmarking activities and learnings about immersive technologies possibilities and restricting factors (link)

(iii) findings of project work package 3 activities D3.1.1. Criteria and good practices identified for development of dark sky strategies.

(iv) partners' own knowledge of each region's specified needs.

The programme consisted series of modules on immersive tech, biodiversity, light pollution, tourism logistics etc.

Figure. Capacity Building Programme Routes designed by GLOW2.0 consortium.

The consortium also produced various materials used during implementation of capacity building events (Activity A1.3), and later in the development of the Output O1.1 Online capacity building training programme i.e. the refining of modules (deliverable D1.2.1).

I. GLOW2.0 "Noctourism/Dark Sky tourism" video

One of the results of GLOW2.0 survey (D1.1.1), was that even though immersive technologies were considered an asset, over half of respondents (from total 99) had neither used, tested or experienced immersive technologies. GLOW2.0 therefore used the findings from period 1 benchmarking activities (link), joint survey results (deliverable D1.1.1), and feedback from Karelia

UAS's immersive technology testing for target groups (2.5.2023) to produce an exemplary video showcasing an example use of immersive technology in promotion or marketing of darkness.

Clips of NPA GLOW2.0 produced video by Lead Partner Karelia UAS (link to video).

The video gives an idea of immersive technology use in tourism for target groups for example:

(i) as a product on its own, offering thematic dark sky experiences to visitors
(ii) as a plan B service offer where the promised/ marketed phenomenon are not visible due to bad weather
(iii) for use in joint marketing e.g. trade fairs by collaborating businesses or destination marketing organisations to showcase their varied dark sky elements as part of tourism offerings, or the overall regional or national destination offers (night sky phenomenon like northern lights, stories, etc) which cannot be easily marketed/ understood by tour agents/ visitors (e.g. international) without the visual effect.

The aim of the video for capacity building purposes, was to give insights, support /enhance understanding about possibilities of technologies uses for adding value to own offers /regions, offering concrete example about ways to develop immersive offers.

II. GLOW2.0 "Light pollution" animation video

Clips of NPA GLOW2.0 produced light pollution animation video by Lead Partner Karelia UAS (link to video).

The video was used during capacity building events to demonstrate in practical terms, the impacts and effects of light pollution on humans, biodiversity, and tourism, and to engage target groups on the benefits of dark sky protection. The video offers ways a tourism business, other actors and residents can act to enhance the protection, limitation, or reversing of light pollution impacts and effects.

Implementation of capacity building and training programme

The aim of implementing the capacity building and training programme was to engage with regional stakeholder and beneficiaries from the participating Northern Periphery and Arctic regions of Finland, Ireland, Iceland, and Norway with discussions, via workshops, seminars, webinars, to develop the service offer and tourist packages that could support the marketing or delivery of their product/service to the Dark Sky's tourism economy.

The formal capacity building and training progamme routes therefore aimed to engage stakeholders and beneficiaries with discussions (workshops, seminars, webinars) to develop service offers and tourist package (e.g., service design, learning journey model, storytelling e.t.c). The goal was that by the end of the activity:

(i) enterprises and organisations engaged by GLOW2.0 would adapt the capacity building training programme to their specific needs.

(ii) GLOW2.0 project consortium will have feedback for curtailing an online capacity building training programme (Output O1.1) for target groups for continued use in developing own staff competences and activities.

(iii) the GLOW2.0 curtailed online capacity building training modules under Output O1.1 would be available for target groups for further upskilling, reskilling for sustainable regional development, including those not directly engaged by the project.

To achieve this, GLOW2.0 project consortium organised capacity building workshops and events for enterprises and organisations on immersive technology development needs and Service Design processes. These took place in own regions, and via jointly organised events. Synergies with other similar projects were also encouraged and utilised to broaden networking and for advancing the horizontal principles in line with GLOW2.0 project.

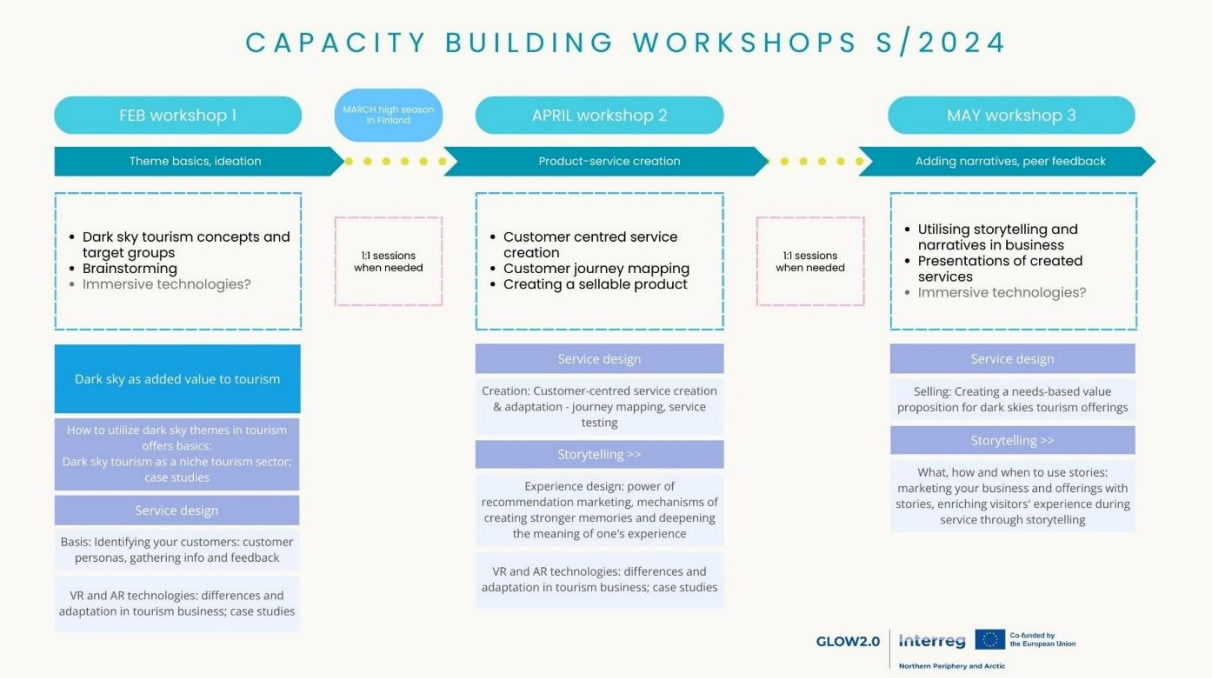


Figure. Series of workshops plan for Eastern Finland presented by Lead Partner during project meeting.

I. Regional events

Regional capacity building trainings covered a wide spectrum of topics, ranging from light pollution, tourism trends and challenges, business capacity in dark sky tourism, to technological innovations and their implications. The common framework was created by the GLOW2.0 consortium in cooperation with associated partners, and contents curtailed in own regions according to (i) level of SMEs competences with themes, and (ii) the main interests of SMEs and organisations in the regions and (iii) available resources for implementing the programme.

The regional workshops and events were important venues for mapping needs and collecting feedback from tourism enterprises and organisations interested in immersive technology solutions/ possibilities that support marketing or delivery of products/services to the Dark Sky's Tourism Economy. Results of engagements helped partners gain an understanding of future needs, and which of those could be integrated as part of the Output O1.1 Online capacity building training programme self-study modules to be made available post project for SMEs upskilling and reskilling to develop own activities.

II. Joint events across and beyond the NPA region

Learning Journeys

All partners in collaboration also arranged, in addition to other regional events, capacity building events in form of learning journeys, covering the various themes in GLOW2.0. One key focus of learning journeys was to map technological solutions and their potential and feasibilities of the various solutions for marketing or delivering products or services related to Dark Sky Tourism.

The learning journeys took place between period 2 (Jan 2023) and period 5 (May 2025) of the project. Four seminars were organised as part of learning journeys: in Ireland, September 2023, in Norway, February 2024, in Iceland, October 2024, and in Finland, March 2025.

The events offered stakeholders a forum to discuss, learn from one another and network for tourism. At the same time, partners were able to gather feedback for refining and creation of Output O1.1 Online capacity building training programme. Feedback from engagements helped partners gain an understanding of future needs, most importantly regarding technological solutions and green business model as part of service design, that could be integrated as part of the Output self-study modules to be made available post project for SMEs upskilling and reskilling to develop own activities, including means of delivery.

Joint international webinars

Partners implemented joint webinars for SMEs and organisations interested in dark sky themes development. The joint workshops and events brought local businesses, communities, infrastructure providers, and policy makers together in a forum where they were able to discuss/learn ways to improve tourism while protecting the environment from excessive and misdirected artificial lighting at night (ALAN). The events were used as forums to gauge interest in themes and content, and gather feedback for streamlining the final output, Output O1.1 Online capacity building training programme. Participation levels, comments and feedback showed how

important the themes were for target groups/ regions. For example, April 2024 GLOW2.0 webinar organised by project consortium, attracted 147 registrations and 106 connections (as some participants joined as a group) on webinar day. Participation covered six out of the seven member states of the Northern Periphery and Arctic (NPA) area. February 2025 webinar organised by GLOW2.0 (Northern periphery and Arctic project) in cooperation with Light in the Dark project (Baltic Sea project), also attracted almost 400 participants (365) from at least 11 countries (Finland, Estonia, Latvia, Åland Islands, Sweden, Germany, Lithuania, Norway, Poland, Denmark and Ireland), with event recording "Low Season Travel Harnessing the Magic of Darkness and Dark Skies" in YouTube viewed over 300 times.

The learning journeys, regional workshops and events, and joint webinars were important venues for gathering feedback on current and future needs of target groups for upskilling and reskilling. The feedback helped streamline the Output O1.1 Online capacity building training programme, including best ways to provide this for target groups post project period.

Creation of online capacity building training programme

The online capacity building training programme, output O1.1, is a jointly developed solution by GLOW2.0 consortium, designed to support tourism enterprises and organisations from participating NPA-regions and beyond, including those not directly working with the project on:

i. ways to enhance and deliver dark sky offering to the market.
ii. ways immersive technology solutions can be adapted for marketing or delivering of products or services related to Dark Sky Tourism.
iii. ways to prevent, limit or reverse light pollution to protect the destinations' night sky heritage for tourism and its local communities.

Refining the capacity building programme (Activity A1.2, deliverable D1.2.1) into this online capacity building training programme (Output O1.1) has involved both results of stakeholders and beneficiaries' engagement, the input and good collaboration among main project partners, and engagement of project associated partners and experts with content discussions, consultation and feedback. The associated partners acted as external experts with varied expertise e.g. in service design, immersive and other dark sky technologies and data, insights on green business models, interventions on light pollution, and marketing/ selling.

Ireland associated partner, Mayo Dark Sky Park, shared its expertise in developing a Gold Tier Standard of International Dark Sky Park during various project events. The partner also supported the development and piloting of the Immersive Technology product during learning journeys, sharing also light pollution statistics and case studies for dark sky tourism development needs.

Finnish associated partner, North Karelia Biosphere Reserve, offered expert advice on biodiversity and supported the content development of light pollution module. Värriö Subarctic Research Station and Sodankylä geophysical observatory (SGO) were consulted on light pollution and dark sky values for tourism and science that need to be integrated in upskilling and reskilling modules. SGO joined various project events sharing its expertise on dark sky content e.g. sky, space and northern light imaginaries, space science, and accessible technology applications for tourism use.

Iceland associated partners (Holar University) previous project materials and demonstrations were useful in development work. For example, Dark Sky Ecotourism project materials were shared during GLOW2.0 International webinar – Embracing Dark Skies in Northern Periphery and Arctic Region, while citizen Science in Snæfellsnes pilot concept that inspired citizen science and tourism connection was presented during Learning Journey in Iceland. Storytelling expertise, including via immersive experiences was also experienced during the learning journey in Iceland.

Other relevant organisations e.g. Destination management Organisations, Business Support Organisations, Sectoral Agencies and Infrastructure Providers in various participating regions were also consulted on needs or strategies for enterprises and organisations upskilling and reskilling.

The online capacity building training programme

The capacity building program's series of modules, that as a whole, form the Output O1.1 Online capacity building training programme, have been categorized in three sections that match the three GLOW2.0 project's Work Packages (WPs), with the extra introductory module designed to engage and inspire also those who are not yet familiar with the fascinating world of darkness and its tourism potential.

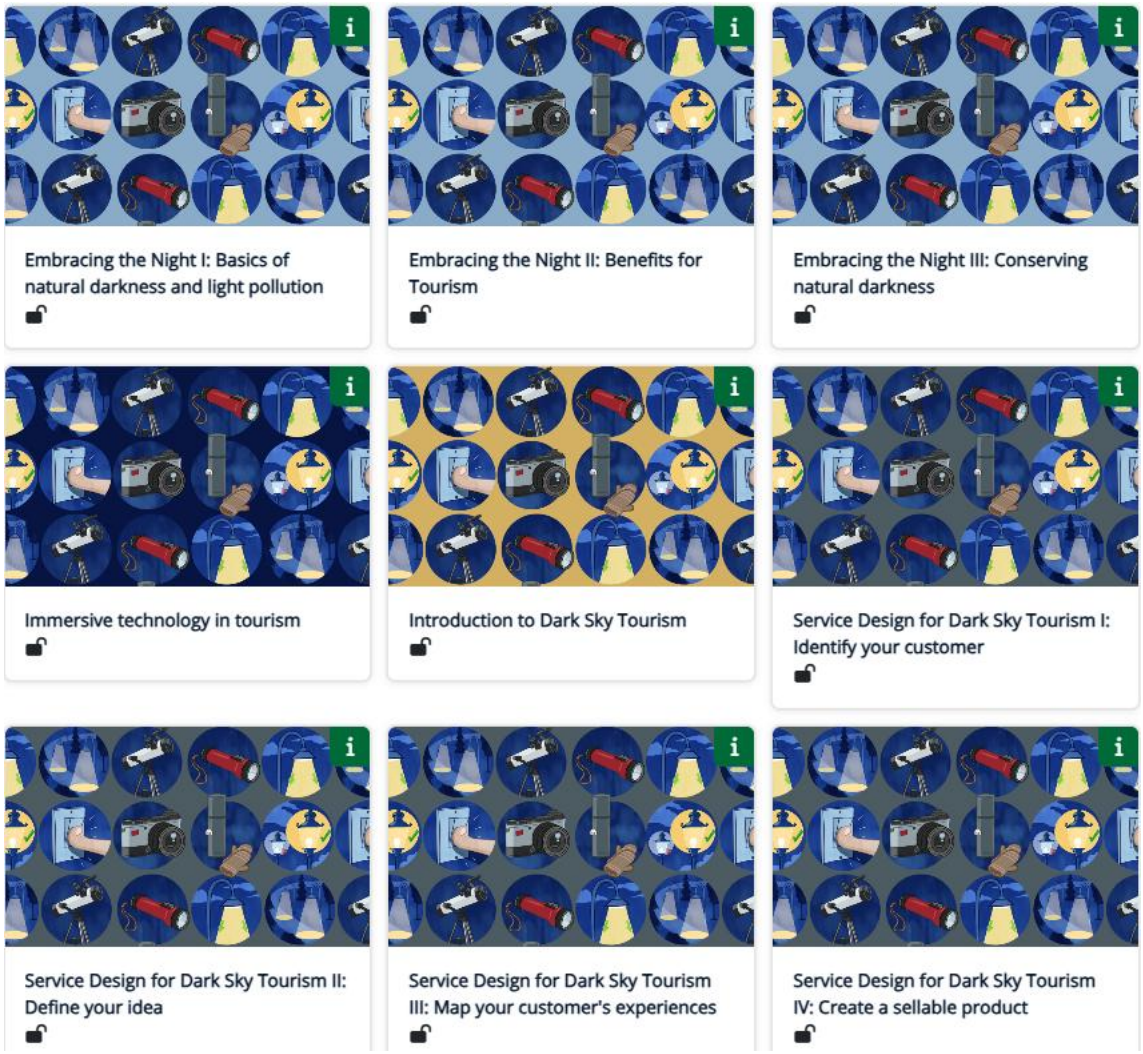


Figure. GLOW2.0 online capacity building training programme in form of self-study modules.

All study modules are freely available and require no registration. The initial platform is Edukarelia, a micro study platform hosted by the project lead partner Karelia University of Applied Sciences (Karelia UAS). Through Edukarelia, the modules reach a wider audience; the platform is linked to the Finnish national micro study platform, Opin.fi, ensuring broader visibility and impact. Additional platforms may be introduced depending on opportunities in each partner region. Initially, the modules will be available in English, with possible translations provided for partnering regions. The modules are structured as below:

Module I - Introduction to Dark Sky Tourism

Introduction to Dark Sky Tourism

In this module you will learn what is **Dark Sky Tourism** and what are the possibilities of the nocturnal tourism.

Promoting dark sky tourism in remote areas comes with numerous advantages, benefiting both the environment and local communities. This form of tourism can bring economic growth to rural regions by attracting eco-conscious visitors who value sustainable practices. Dark sky tourism also promotes the preservation of natural wonders by reducing the impact of artificial light at night (ALAN), which negatively affects wildlife, human health, and the overall experience of visitors. Furthermore, focusing on natural night skies helps tackle the problem of tourism seasonality, drawing travelers throughout the year and ensuring balanced economic activity in these areas.

Introduction to Dark Sky Tourism is created on Howspace-platform, which you will find following this link: https://glow20.in.howspace.com/6/8f2523018f

Who is this course for: SMEs and any tourism operators interested in utilising darkness in their offerings.

The introductory module is aimed at inspiring learning about what Dark Sky Tourism means, and what possibilities of the nocturnal tourism exist. Promoting dark sky tourism in remote areas comes with numerous advantages, benefiting both the environment and local communities. This form of tourism can bring economic growth to rural regions by attracting eco-conscious visitors who value sustainable practices. Dark sky tourism also promotes the preservation of natural wonders by reducing the impact of artificial light at night (ALAN), which negatively affects wildlife, human health, and the overall experience of visitors. Furthermore, focusing on natural night skies helps tackle the problem of tourism seasonality, drawing travelers throughout the year and ensuring balanced economic activity in these areas. The module is available via:

- Edukarelia platform: Introduction to Dark Sky Tourism (link).
- Howspace platform: Introduction to Dark Sky Tourism (link).

Module II - Embracing the Night

Embracing the Night study module explores the concept of light pollution, providing a detailed explanation of what it is, its main causes, and its effects. It is aimed at learning how to observe, measure, and document light pollution, as well as gain knowledge about practical ways to reduce, prevent, or reverse its impact. By completing this module, one will gain a comprehensive understanding of light pollution, including its appearance, its impact on the natural darkness and benefits of dark skies, and how individuals can contribute to preserving and improving these conditions.

Embracing the Night I: Basics of natural darkness and light pollution

Embracing the Night -study module explores the concept of light pollution, providing a detailed explanation of what it is, its main causes, and its effects. You will learn how to observe, measure, and document light pollution, as well as discover practical ways to reduce, prevent, or reverse its impact. By completing this module, you will gain a comprehensive understanding of light pollution, including its appearance, its impact on the natural darkness and benefits of dark skies, and how individuals can contribute to preserving and improving these conditions.

The first part of this module gives you definitions of darkness of nature and its attached values for tourism. You will learn about the meaning of light pollution and its impact on the darkness values and benefits. This course is best done in a clear night.

The module consists of three micro studies:

1. Embracing the Night I: Basics of natural darkness and light pollution
2. Embracing the Night II: Benefits for Tourism TBA
3. Embracing the Night III: Conserving natural darkness

Who is this course for: SMEs and any tourism operators interested in utilising darkness in their offerings.

The study module is divided into three parts and all available via Edukarelia:

- Embracing the Night I: Basics of natural darkness and light pollution (link).
- Embracing the Night II: Benefits for Tourism (link).
- Embracing the Night III: Conserving natural darkness (link).

Module III – Service Design for Dark Sky Tourism

Upon completing the Service Design for Dark Sky Tourism module, one learns how to create exceptional Dark Sky tourism offerings that can truly captivate own customers. By understanding distinct customer segments and defining who own ideal customers are, one learns how to tailor own services to meet own customers' specific needs. Additionally, one learns the art of crafting memorable experiences and storytelling as integral components of own tourism offerings, highlighting how the unique allure of darkness can enhance and add value to own customers' adventures. The module is divided into four sections namely:

- Service Design for Dark Sky Tourism I: Identify your customer (link).
- Service Design for Dark Sky Tourism II: Define your idea (link).
- Service Design for Dark Sky Tourism III: Map your customer's experiences (link).
- Service Design for Dark Sky Tourism IV: Create a sellable product (link).

Service Design for Dark Sky Tourism I: Identify your customers

Embark on a mesmerizing journey into the heart of darkness with our exceptional Dark Sky tourism offerings, designed to captivate and enchant every traveler.

In this module, you will discover how to create exceptional Dark Sky tourism offerings that truly captivate your customers. By understanding distinct customer segments and defining who your ideal customers are, you will learn how to tailor your services to meet their specific needs. Additionally, we will cover the art of crafting memorable experiences and storytelling as integral components of your tourism offerings, highlighting how the unique allure of darkness can enhance and add value to your customers' adventures.

This module consists of four micro-studies that guide you through customer-centric methods for product creation **that must be completed in order**:

1. Identify your customers
2. Define your idea utilising a customer-centric point of view
3. Map your customers' experience
4. Create a sellable Dark Sky Tourism offering

Who is this course for: SMEs and any tourism operators interested in utilising darkness in their offerings.

Module IV – Service Design for Dark Sky Tourism

This study module explores the opportunities immersive technologies offer for the tourism sector, especially for small and micro-enterprises (SMEs) in rural and remote areas. Based on insights from the GLOW2.0 project, the module highlights how immersive experiences and Extended Reality (XR) technologies can be used to enhance visitor experiences, support innovation, and open new avenues for storytelling and engagement, including night-time tourism experiences under starry skies. Upon finishing the module, one will learn how to overcome common challenges such as limited resources or technical know-how. Through inspiring examples and practical guidance learners discover how immersive tools can be both accessible and impactful—helping tourism businesses stand out and thrive in a competitive market. The study module is available in Edukarelia:

- Immersive technology in tourism (link).

Interreg Co-funded by the European Union

Northern Periphery and Arctic

GLOW2.0

Immersive technology in tourism

This study module explores the opportunities immersive technologies offer for the tourism sector, especially for small and micro-enterprises in rural and remote areas. Based on insights from the GLOW2.0 project, the module highlights how XR technologies can enhance visitor experiences, support innovation, and open new avenues for storytelling and engagement, including night-time tourism experiences under starry skies.

Participants will learn how to overcome common challenges such as limited resources or technical know-how. Through inspiring examples and practical guidance learners will discover how immersive tools can be both accessible and impactful—helping tourism businesses stand out and thrive in a competitive market.

Who is this course for: SMEs and any tourism operators interested in utilising darkness in their offerings.

Hours of study: 2-3

Language: English

Availability: 2033

More about the subject: https://www.interreg-npa.eu/projects/glow20/home/

Materials from GLOW2.0 events, activities (resources) and engagements (output and results) were utilised in producing the modules. Some materials such as infographics and info texts were also later produced and utilised in modules.

Anticipated impact of Output O1.1 on target group SMEs

The immediate impact on enterprises and organisations involved in the design, for both scoping and testing of modules as part of upskilling and reskilling, was that they got:

- ✓ Better understanding about the role light pollution plays and importance of protecting the night and night sky not only for the environment, but also for business viability and wellbeing of tourism destination and its residents.
    - Improved knowledge on darkness values for heritage preservation and tourism.
    - New knowledge how darkness benefits tourism destinations and communities.
- ✓ Improved and new knowledge on crafting memorable experiences and storytelling as integral components of own tourism offerings
    - New knowledge how to identify potential customers, define own idea, map customer experiences and create saleable products using service design methods.
- ✓ Opportunity to envision how visual content (immersive technologies) and immersive experiences can offer new opportunities, create value and/ or improve their current offers/ their region's offers:
    - Improved knowledge about technologies potentials for enhancing/ adding value to/ increasing visibility of own enterprise tourism offers, also via storytelling;
    - New knowledge how technologies could be used as plan B in service design of enterprises when considering Light Pollution (ALAN) and climate change impacts (weather unpredictability) and effects (limiting outdoor activity guarantee leading e.g to cancellation of events or dissatisfaction about purchased visitor services);
    - Knowledge uptake how technologies visual content can be used to offer impactful marketing/ selling product at trade fairs where themes relating to darkness phenomenon may be difficult to comprehend/ express to agents (e.g. international);
    - Knowledge how immersive technology could be used to save time/ costs, among other, in joint marketing of regional enterprises or destination offering.

The long-term impact on enterprises and organisations (i) involved in the design, for both scoping and testing of modules as part of upskilling and reskilling, and (ii) that were not directly engaged with the project but have available the online modules as permanent output for reskilling and upskilling purposes, is that they will:

- ✓ upon completion of the introductory module, be inspired also about the fascinating world of darkness and it's tourism potential
- ✓ upon completion of light pollution module, gain new knowledge and or improve existing knowledge about benefits and values from implementing dark skies initiatives and ways to implement those
- ✓ upon completion of the service design module, gain competence on how to extend their service range or their marketing, among other by crafting memorable experiences and integrating storytelling as integral components of own tourism offerings
- ✓ upon completion of immersive technologies module, be able to envision how visual content (immersive technologies) can offer new opportunities, create value and/ or improve their current offers/ their region's offers

Conclusion

GLOW2.0 output O1.1 Online capacity building training programme aimed to create an online programme for enterprises and organisations interested in the Dark Sky tourism economy get inspired, upskill or reskill themselves on thematics of service design, immersive technologies, the role light pollution plays on tourism businesses and economies, and application of green business models. The output has been tested by the GLOW2.0 project during phases of its development with target group enterprises, organisations and community actors in partners own participating regions. It has been tested as part of activity A1.3 implementation of capacity Building Programme in the different areas based on the needs of the target audience, with the goal was that by the end of the activity:

- enterprises and organisations engaged by GLOW2.0 would adapt the capacity building training programme to their specific needs.
- GLOW2.0 project consortium will have feedback for curtailing an online capacity building training programme (Output O1.1) for target groups for continued use in developing own staff competences and activities.
- the GLOW2.0 curtailed online capacity building training modules under Output O1.1 would be available for target groups for further upskilling, reskilling for sustainable regional development, including those not directly engaged by the project.

The capacity building events and workshops were a success as many engaged target groups internalised learning with many adapting themes into current offering or creating totally new dark sky offerings as a result of engagements with the project. The events provided valuable insights, particularly for the development of output O1.1 online capacity building training programme for enterprises and organisations continued use in developing own competences about added value from darkness and dark skies.

The interest and responsiveness of target groups to the capacity building and training themes made it easier to streamline the mapped common and future needs into series of online self-study modules, combined to form output O1.1Online capacity building and training module (GLOW2.0 Capacity Building Study Modules, link). The hope is that these will assist the SMEs and organisations with upskilling and reskilling of target groups, also those not directly engaged by the project, long after end of project, thereby guiding actions towards sustainable and responsible ones, creating with it positive impact both for tourism, tourism destinations and communities. Green business models i.e. considering impacts & effects of light pollution and importance of protecting the night and dark sky heritage, can offer economic benefits to enterprises (benefits from darkness, dark skies and nightscapes), while preserving resources and wellbeing of humans and the environment (health and wellbeing values from darkness).

FURTHER INFORMATION

GLOW2.0 - Green Energy Technologies for Tourism Project has been funded by Interreg Northern Periphery and Arctic Programme.

Link to project website: NPA GLOW

Interreg

Northern Periphery and Arctic

Co-funded by the European Union

GLOW2.0