



SAVE THE DATE

Beyond Sustainability - The Future of Tourism Webinar

Date: 29 September 2026

Time: 14:00-16:00 EEST (Finland)

13:00-15:00 CEST (Sweden)

12:00-14:00 IST (Ireland)

11:00-13:00 GMT (Iceland)

Curious about regenerative tourism but not quite sure what it means in practice?

This webinar offers an introduction to the key ideas behind regenerative tourism, along with practical examples from destinations and organisations. We'll explore how tourism can contribute positively to places, communities, businesses and ecosystems.

Beyond Sustainability: The Future of Tourism webinar is hosted by the **Regenerate project** (Interreg NPA) and brings a collection of expert speakers on the topic of what does regenerative tourism mean in Finland, Sweden, Ireland and Iceland.

Programme:

Foundations of Regenerative Tourism

Tarja Kupiainen, Principal lecturer in Karelia UAS, Finland

Regenerative Actions in Tourism and Entrepreneurship

Annu Huotari, Hawkhill, Finland

Leading the Shift: Creating the Conditions for Regenerative Approaches

Tina O'Dwyer, Founder and CEO of The Tourism Space, Ireland

Regenerative Place Development Through Cross-Sector Partnership

Marino Carlsson, Destination Developer at Gold of Lapland, Sweden

Building a Shared Path for Regenerative Tourism

Asta Kristin Sigurjonsdottir, The Icelandic Tourism Cluster

Programme subject to change.



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