

# The ReTour experiences

Midterm experience sharing

January, 16th, 2026 (online)

**Interreg**  
South Baltic



Co-funded by  
the European Union

ReTour



## Lolland Falster/Denmark

- ☐ Plant for the future (Frederiksdal Wine Estate)
- ☐ Forest Garden (Fejø Organical)
- ☐ Wine with Roots (Hideaway winemaking)
- ☐ Paddle with a mission (Kitesurf & Paddle)



# Plant for the future

## Frederiksdal Wine Estate

1. 54.904308° N, 11.040832° E – Lolland, Denmark
2. We want to prevent a unique Danish cherry from disappearing — along with flavour, biodiversity, and heritage.
3. We sell cherry trees for home planting — a simple action with long-term impact.
4. Start small, stay close to your core product, and let real experience guide development.



# Hideaway Winery

## The living soilweb of the vines

1. **Denmark, Sealand, Island Fejø**, 18 min. sail north of Lolland.
2. **Understanding regenerative viticulture**, how we build up a fertile soil with a vibrant microlife, and thereby strong vines, healthy, sunripe grapes = some of the best wines of Denmark
3. A combination of a guided tour where the guests get soil under their nails, look into the living soil web for a vine, enjoy a combined lunch and tastings, and end up following a workshop to make a compost bucket for the kitchenhold at home.
4. **To give our guest knowledge about the living soil web**, takes quite some time and a few posters placed in the vineyard, to really understand how a wine works together with the microlife in the soil.





## Mecklenburg-Western Pomerania/Germany

- Island Diary for Holiday adventures  
(Usedom Tourism GmbH and Partners)
- Forest night  
(Tourismusverband Vorpommern e.V., naturwahrnehmen, Ostseecamping Peenemündung Freest)





# Island Diary of Usedom:

## Turning Sustainable Travel into an exciting Family Adventure



### Aim:

- Strengthen regenerative tourism on Usedom
- Promote local businesses and sustainable mobility
- Inspire families to explore the island responsibly

### Product:

- Interactive A5 booklet
- Combining education with positive experiences

### Vision:

- Establish Usedom as a more sustainable destination
- Transfer the concept to other regions

Interreg  
South Baltic



Co-funded by  
the European Union

ReTour

Processing: Usedom Tourism GmbH and Partners  
<https://b2b.usedom.de/>

6



# The Forest Night - a nature-oriented family experience

- Region: Vorpommern, Germany
- Challenge: Tourist intensity as a burden to nature, missing knowledge about how to behave in nature
- Our vision: unique nature experience that allows families to engage with nature / forest and contributes to environmental education
- Target group: families with children aged 8 - 14
- The idea:
  - guided forest experience at night & in the morning
  - cooking / eating together at campfire
  - sleeping in hammocks, (tree) tents or shelters
- Considerations: guidelines, policies, ownership (forest)

**Interreg**  
South Baltic



Co-funded by  
the European Union

ReTour

7

Tourismusverband Vorpommern e.V., naturwahrnehmen, Ostseecamping Peenemündung Freest



## Klaipėda/Lithuania



- The Meadows of Erla – Seaside Birdwatching Route  
(Klaipeda District + Skuodas + Šilutė Tourism Information centers)
- Discover the Forest  
(Guide Ingrida + Skuodas Tourism Information center)



Klaipėda Region

# THE MEADOWS OF ERLA

## Seaside Birdwatching Route

A curated birdwatching route connecting diverse ecosystems, enriched with expert guidance, observation points, and regenerative actions to foster appreciation and active participation in conservation.

### Immersive Birdwatching Experience

- Tour across meadow, wetland, and coastal ecosystems
- Guided by local experts and ornithologists

### Contribute to Conservation

- Observation points, signage, and accessible paths
- Nesting box installation

Interreg  
South Baltic



Co-funded by  
the European Union

ReTour





Klaipėda Region

# DISCOVER THE FOREST:

An Educational Journey into Two Realities

A guided forest tour that contrasts untouched ecosystems with deforested areas, creating an immersive, educational journey that inspires reflection and action toward sustainability.

Why It's Unique:

- Eye-opening educational journey
- Designed for tourists, business retreats, and regenerative workshops

Vision:

- Inspire action for sustainability and regeneration
- Transform excursions into impactful learning experiences



Interreg  
South Baltic



Co-funded by  
the European Union



## Pomorskie/Poland

- ☐ Let's save pollinators together (Lawendowa Osada)
- ☐ Checkered land on a wheel (Zagroda Inicjatyw Twórczych w Swołowie)
- ☐ Your park, Ciekocinko (Pałac Ciekocinko)
- ☐ Kajaki Młyn
- ☐ Lock your memories in a jar (Chata na Zielonym Wzgórzu w Garczu)
- ☐ Garden of positive vibes (Fundacja Farma Hani)
- ☐ Bird migration research with the Drapolicz association (Stowarzyszenie Drapolicz)
- ☐ Together for nature (Słowiński National Park)
- ☐ Four seasons - mindfulness experience (Kwatera w leśniczówce Czarne)



# Zagroda Inicjatyw Twórczych w Swołowie (Creative Initiatives Farmstead in Swołowo) - Checkered land on a wheel

## Problem

Swołowo is a small village with limited public transport connections. Tourists usually rely on cars, which reduces flexibility and negatively impacts the environment. Our bicycle rental initiative encourages the use of low-emission transport and promotes a slower, more mindful way of travelling. It supports regenerative tourism by reducing emissions, easing pressure on infrastructure, and allowing visitors to experience the landscape and coastal area more deeply and respectfully.

## Solution

Guests staying at the Zagroda Inicjatyw Twórczych will be able to rent high-quality touring bicycles for a full day. The offer is designed mainly for families with children and includes adult and children's bikes. Cycling allows visitors to explore the surroundings at their own pace, enjoy nature, and spend meaningful time together while travelling sustainably.

## Target group

Families with children staying in Swołowo for several days up to one week.

## Something to share

Tourists should not be treated as intruders or a threat. When engaged consciously, they can become an important force supporting regenerative tourism and local development





# Pałac Ciekocinko (Ciekocinko Palace) - Your park, Ciekocinko

## Problem

Our experience addresses the growing sense of anonymity and consumerism in tourism. Instead of passive consumption, we offer guests a meaningful, personal contribution to the place they visit. At the same time, the activity directly supports environmental regeneration by strengthening the local ecosystem and increasing biodiversity through tree planting.

## Solution

Guests are informed at the booking stage or upon arrival about the opportunity to plant their own tree as a personal contribution to nature and the story of the place.

Before planting, they receive a short introduction to the local landscape, ecosystem, and the importance of the selected tree species.

The guest chooses the tree (or assigned species) and the text for a small plaque (name, date, dedication, intention, or family name).

With the support of the host or a guide, the guest plants the tree by hand — a mindful, often emotional moment of connection with the land.

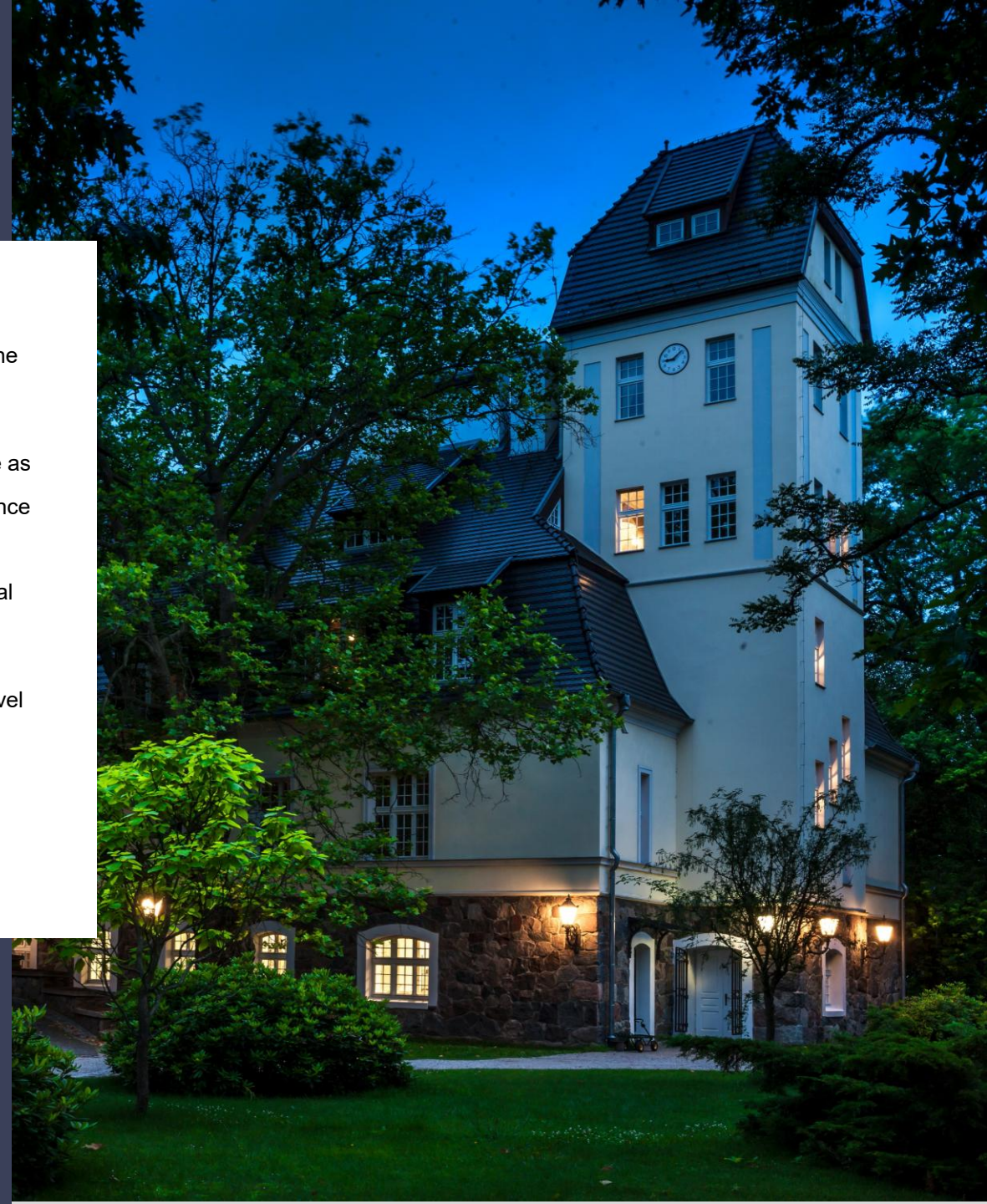
A plaque is placed next to the tree, creating a lasting bond between the guest and the place.

## Target group

Conscious travelers seeking meaningful experiences, nature- and ecology-oriented tourists, slow travel enthusiasts, families with children, couples, and people celebrating important life moments.

## Something to share

Authenticity is key. Regenerative tourism does not need to be complex or spectacular — one well-designed, honest action that truly fits the place can be enough to create real impact.





# Kwatera w leśniczówce Czarne (Accommodation in the Czarne forester's lodge) - Four seasons - mindfulness experience

## Problem

Our offer responds to overstimulation, chronic fatigue, and disconnection from nature caused by mass tourism. Instead of consuming attractions, we focus on real regeneration: of the guest, their relationship with nature, and the local ecosystem. Silence, simplicity, and respect for natural rhythms support mental recovery, deeper awareness, and low-impact presence that does not exploit the place.

## Solution

Guests are informed in advance that this is a place of silence, simplicity, and nature immersion.

Arrival brings immediate calm: forest surroundings, no noise, no artificial light.

The stay follows the rhythm of nature, with simple interiors and mindful use of space.

Time is unstructured and self-paced, based on forest walks, lakeside rest, nature observation, and optional small-scale educational or craft activities.

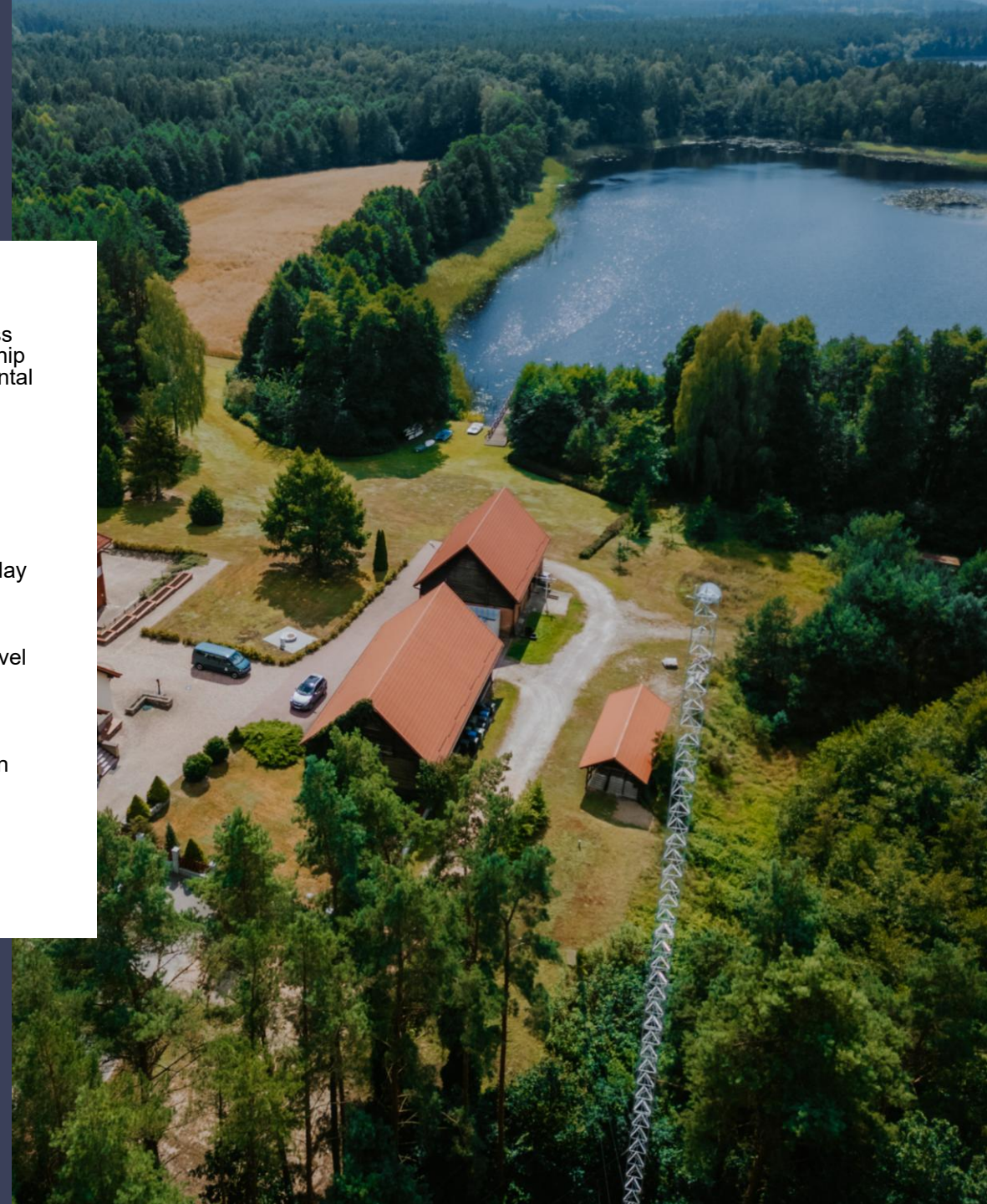
Departure becomes a moment of reflection and inspiration to bring regenerative practices into everyday life.

## Target group

Adults and couples (30–60), people seeking silence and deep rest, creatives and educators, slow travel and regenerative tourism enthusiasts, and small, intimate groups. The offer is not designed for mass tourism or entertainment-focused stays.

## Something to share

Regenerative tourism starts with reducing scale, not adding more “eco-attractions.” True regeneration creates space — for nature, guests, and hosts — instead of filling it.





# Stowarzyszenie Drapolicz (Drapolicz Association)

## - Bird migration research with the Drapolicz association

### Problem

The experience responds to the need for tourism with real meaning and positive impact. Participants actively support bird migration monitoring on the Vistula Spit, contributing to scientific research and nature protection. Their presence improves data quality, strengthens local conservation efforts, and builds understanding of the importance of habitats and migration stopover sites.

### Solution

Participants join the Drapolicz Association as temporary team members during a week-long stay. Each day includes fieldwork at professional observation points under the guidance of an ornithologist. Guests learn bird identification, migration patterns, and counting methods while taking part in real monitoring work.

The experience combines focused observation, moments of calm and contemplation, and educational evening sessions, with optional visits to other key birdwatching sites in the region.

### Target group

Adults seeking slow, nature-based travel with purpose; people interested in birds (from beginners to experienced observers); individuals looking for regeneration, learning, and mindful engagement with nature. Minors may participate only with adult supervision.

### Something to share

Regenerative tourism can take many forms. It is crucial to clearly explain the guest's real contribution and its meaning for nature and the local community. Small, well-defined actions with visible impact are more powerful than promises of "big change."



# Słowiński Park Narodowy (Słowiński National Park) - Together for nature

## **Problem**

The experience addresses ecosystem degradation, biodiversity loss, and the pressure of passive mass tourism. By involving visitors in supervised conservation activities such as removing invasive plant species, tourists actively support habitat regeneration, reduce pressure on sensitive areas, and contribute to real nature protection. At the same time, ecological awareness and long-term responsibility are strengthened.

## **Solution**

Before arrival, participants learn about regenerative tourism and the park's conservation challenges. On site, they receive an introduction to the park's values, safety rules, and the ecological context of the activities.

In small groups and under staff supervision, tourists take part in practical conservation work in the field. Hands-on action is combined with experiential environmental education, helping visitors understand ecosystems and the impact of their contribution.

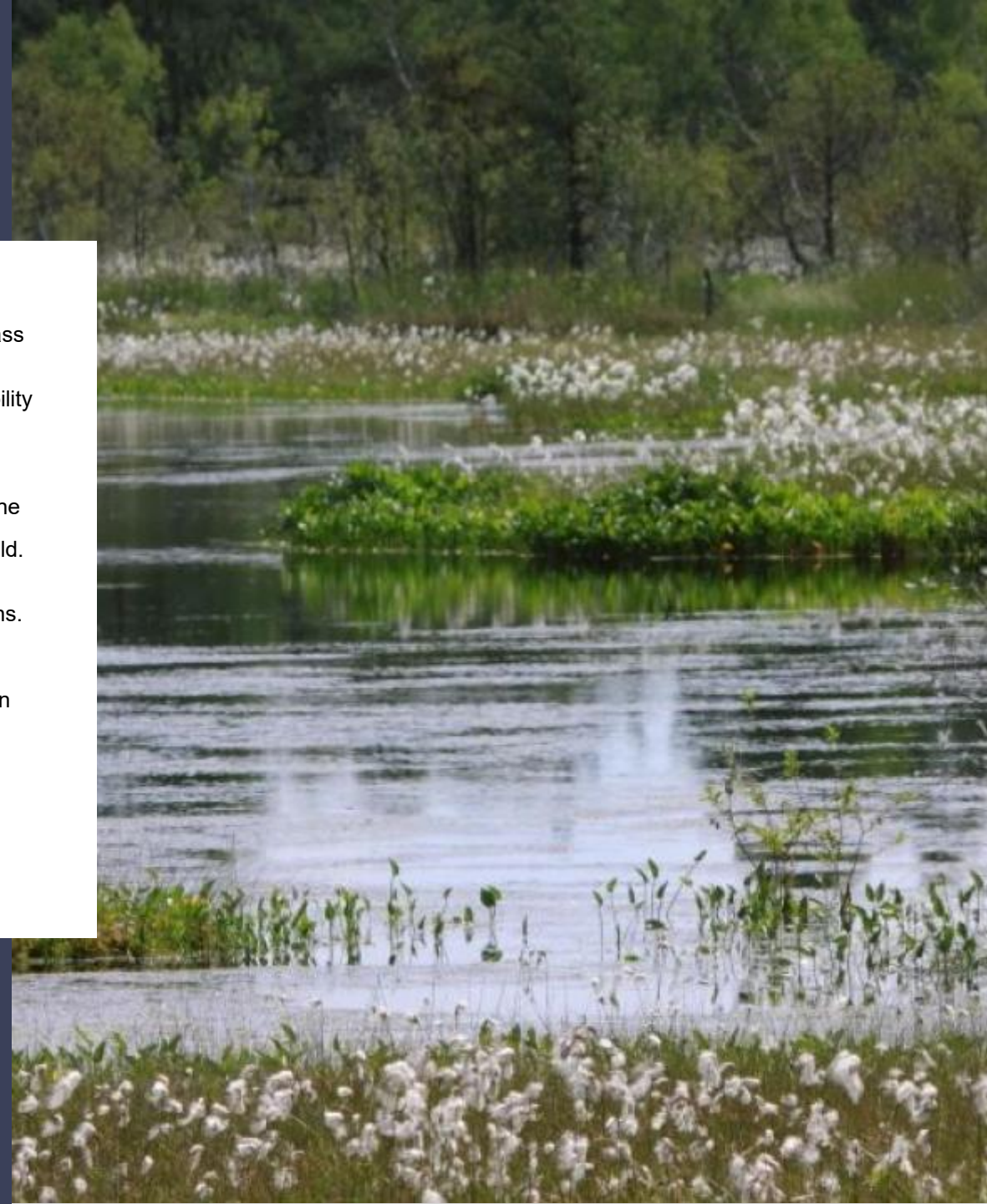
After the visit, participants may stay connected through follow-up information and results of the actions.

## **Target group**

Conscious domestic and international tourists, adults travelling individually or in small groups, eco-tourism and responsible travel enthusiasts, students, educational groups, and institutions interested in conservation-based learning or volunteering.

## **Something to share**

Regenerative tourism works best when nature protection is an integral part of the experience and tourists carry out concrete, meaningful actions while understanding their environmental impact.





# Centrum V.K. - Rafting on the Brda River - ReTour - back to nature

## Problem

The experience addresses river pollution and the need for more responsible, nature-based tourism. Participants actively help clean the river and its banks while learning how to move safely and respectfully on the water. The offer is rooted in local rafting traditions, supports the local economy, and promotes regenerative tourism through low-impact, slow travel connected to regional heritage.

## Solution

Guests are not passive passengers but active participants in the river journey. After arrival and preparation, they take part in a full-day raft trip on the Brda River. Before and during the rafting, participants learn about safety, regenerative tourism principles, and traditional raft navigation. While floating at a slow pace, the group cooperates, observes nature, collects waste from the river, and enjoys meals prepared from local products. The experience ends with rest, reflection, and a deeper connection to the river landscape.

## Target group

Nature lovers, eco-conscious travelers, people seeking mental regeneration and escape from city life, families, couples, and groups of friends, as well as visitors who want to discover the Brda River from a unique water perspective.

## Something to share

The simpler the experience and the less we interfere with nature, the greater its value. Letting the river “lead” instead of organizing it for tourists creates deeper, more authentic and regenerative experiences.





# Chata na Zielonym Wzgórzu w Garczu (Cottage on the Green Hill in Garcz) - Memories locked in a jar

## Problem

Modern city life, intense work, and the fast pace of everyday life disconnect people from natural rhythms, manual labor, and contact with a living ecosystem. Tourism is often limited to passive recreation, lacking an understanding of the life cycles of plants and animals and ecological production. There is a lack of experiences that demonstrate how to live and produce in harmony with nature, without chemicals, while simultaneously enjoying simple, everyday activities.

## Solution

Chata na Zielonym Wzgórzu offers regenerative tourism, where guests participate in the daily work of the farm – sowing, planting, harvesting, feeding animals, and processing crops into dried foods, preserves, juices, and silage. Guests learn about waste reduction and sustainable production, and take the fruits of their labor home with them in jars, which they can bring.

## Target Audience

Families with children, people seeking peace and quiet – those working in large cities or corporations, groups of friends, women, and anyone who wants to experience the countryside as a living ecosystem, co-created in harmony with nature.

## Something to Share

A truly regenerative experience is created through collaborative work. Guests return with their own harvests, memories, and the feeling that their actions support sustainable farming, organic agriculture, and a connection between people and nature.





# Fundacja Farma Hani (Hania's Farm Foundation) - Garden of positive vibes

## Problem

Modern city life limits contact with nature and physical work, and knowledge about gardening, biodiversity, and creating green spaces is poorly accessible. There is a lack of experiences that combine relaxation, learning, and practical action for nature and the community.

## Solution

Hani's Farm is a garden created together with participants—from design, planting, and maintenance to the creation of vegetable and flower beds. Through a series of workshops, “city detox” stays, and practical classes, participants learn about ecological gardening, discover biodiversity, support local nature, and integrate into a small gardening community. The offer allows them to transfer the knowledge and inspiration they have gained to their own gardens and urban spaces.

## Target group

City dwellers seeking tranquility, allotment owners, gardening enthusiasts, families, children, and beginners who want to learn, relax, and work in nature.

## Something to share

Hania's Farm shows that working together in the garden can be both relaxing and educational, creating a community and providing practical skills that participants can apply in their lives, increasing their contact with nature and environmental awareness.





# Kajaki Młyn (Młyn Kayaks)

## Problem

Tourism is often limited to recreation, without consideration of the history of the place, the local community, and its impact on nature. Experiences combining physical activity with education, environmental protection, and support for the local community are lacking.

## Solution

Kajaki Młyn (Młyn Kayaks) are seasonal guided trips (8–12 km) during which guests learn about the history of the mill and the surrounding area, participate in kayaking activities, learn about nature conservation, pick up trash, and socialize over refreshments from the local Rural Women's Associations. This offer engages the local community, extends the season, and combines activity with environmental education.

## Target Audience

Families, groups of friends, schools, and anyone who wants to spend time actively, learn about history and nature, and experience the countryside firsthand.

## Something to Share

Combining fun with learning and practical support for nature and the community ensures that tourists spend their time responsibly and leave with lasting memories.



# Lawendowa Osada (Lavender Settlement) - Let's save pollinators together

## Problem

Contemporary tourism increasingly separates people from nature, contributing to the loss of biodiversity and a decline in the number of natural pollinators, including bees. There is a lack of experiences in which recreation genuinely supports local ecosystems, traditional crafts, and communities.

## Solution

Lawendowa Osada invites you to enjoy regenerative tourism, where guests become part of a living lavender ecosystem – a natural habitat and food source for bees and other pollinators. The stay combines relaxation with voluntary participation in the manual, ecological cultivation of lavender and workshops during which participants learn about the properties of plants, the role of pollinators, and traditional processing methods. For those who want to contribute to the place for longer, there is a program called “Adopt a lavender bush/bed,” which includes year-round care, nature observation, and working together. The culmination is a set of lavender products, and part of the income supports local charitable initiatives.

## Audience

Nature and slow-living enthusiasts, eco-conscious travelers, families, couples, and creatives seeking a deeper connection with the land.

## Something to Share

Caring for biodiversity and pollinators regenerates both landscapes and human–nature relationships.





## West Pomerania/Poland



- ☐ ReTour de Vineyard - Winter Experiences (Winnice Kojder)
- ☐ ReTour de Vineyard - Spring Experiences (Winnica Invictus)
- ☐ ReTour de Vineyard - Summer Experiences (Winnica Jassa)
- ☐ ReTour de Vineyard - Autumn Experiences (Winnica Julo)

# Poland, West Pomeranian Region

## ReTour de Vineyard – Winter Experience

### 1. What problem will your experience contribute to solve?

The experience addresses the challenge of tourism seasonality and the lack of meaningful winter offers, while also reducing the workload of winemakers during the preparatory season.

### 2. What experience will you develop?

A small-scale, winter regenerative experience will be developed, combining hands-on vineyard work, education and storytelling, focused on slowing down and understanding the seasonal cycle of the place.

### 3. What insight (one) would you like to share with the other pilots?

Winter is not a break from tourism, but an opportunity to build deeper meaning, relationships and regeneration through knowledge, stillness and authentic place-based experiences.





# Poland, West Pomeranian Region

## ReTour de Vineyard – Spring Experience

### 1. What problem will your experience contribute to solve?

The experience responds to the lack of tourism offers that combine meaningful physical activity outdoors, direct contact with nature and hands-on engagement, rather than passive forms of leisure.

### 2. What experience will you develop?

A spring experience will be developed in which participants actively care for the vineyard by planting vines, maintaining the plot, moving through the landscape and sharing a meal, gaining practical insight into the start of the season.

### 3. What insight (one) would you like to share with the other pilots?

Simple, hands-on activities such as planting, weeding and eating together build the strongest connection to place and motivate guests to return to see the results of their work.



**Interreg**  
South Baltic



Co-funded by  
the European Union

ReTour



# Poland, West Pomeranian Region

## ReTour de Vineyard – Summer Experience

1. What problem will your experience contribute to solve?

The experience responds to two key challenges: the heavy workload during the summer peak season and the limited availability of tourism offers that combine leisure with practical, hands-on support for vineyard work

2. What experience will you develop?

The experience will be developed in which participants actively assist with key vineyard maintenance tasks while enjoying the vineyard as a shared space for work, learning and relaxation for both adults and families.

3. What insight (one) would you like to share with the other pilots?

In summer, regenerative tourism works best when work and rest coexist, allowing visitors to become part of the rhythm of the place rather than just its observers.





# Poland, West Pomeranian Region

## ReTour de Vineyard – Autumn Experience

### 1. What problem will your experience contribute to solve?

The experience responds to the need for authentic and meaningful tourism experiences, where visitors are not only consumers of attractions but have a real influence on the process and the final outcome, while supporting vineyards during a key, intensive moment of the season.

### 2. What experience will you develop?

A complete, process-based harvest experience will be developed, in which participants take part in grape picking, selection and pressing, and jointly celebrate the results of their work during a harvest feast, becoming part of the wine-making ritual.

### 3. What insight (one) would you like to share with the other pilots?

In autumn, regenerative tourism is not about intensity, but about learning responsibility for the landscape, as visitors begin to understand that even small decisions during the growing season have long-term consequences.



## Skåne/Sweden

- Time Out  
(Fredriksdal/Natural Intelligence)
- Pinetrees and Stars  
(Pärlvägen and partners)
- Ripple Effect  
(Travel Shop/Municipalities of Eslöv, Höör and Hörby)
- Ocean & Seaweed experience  
(Tång Tång/Marint Kunskapscenter Malmö)



# Time Out

- 1. What problem will your experience contribute to solve?**  
Lack of nature connection, biodiversity loss, stress/unustainable worklife, eco/climate anxiety + Demand for sustainable teams and leadership.
- 2. What experience will you develop?** Nature retreats at the local open air museum and botanical garden. Activities mixed with learning, conversation, and reflection: ....
- 3. What insight (one) would you like to share with the other pilots?** It is all about a mindset shift!





# Pinetrees & stars

1. **What problem will your experience contribute to solve?** How can Pärlevägen 9 contribute to making Beddingestrand a thriving place all year round?
2. **What experience will you develop?** A slow journey by bike or on foot through time, nature, place, culture, and the senses — designed to deepen connection. The experience weaves together the outer landscape and the inner journey. where learning happens through movement, presence, and participation.
3. **What insight (one) would you like to share with the other pilots?** The magnitude of co-creating sustainably — creating joy, connection, efficiency and a sense of shared belonging





# Ripple Effect

## 1. What problem will your experience contribute to solve?

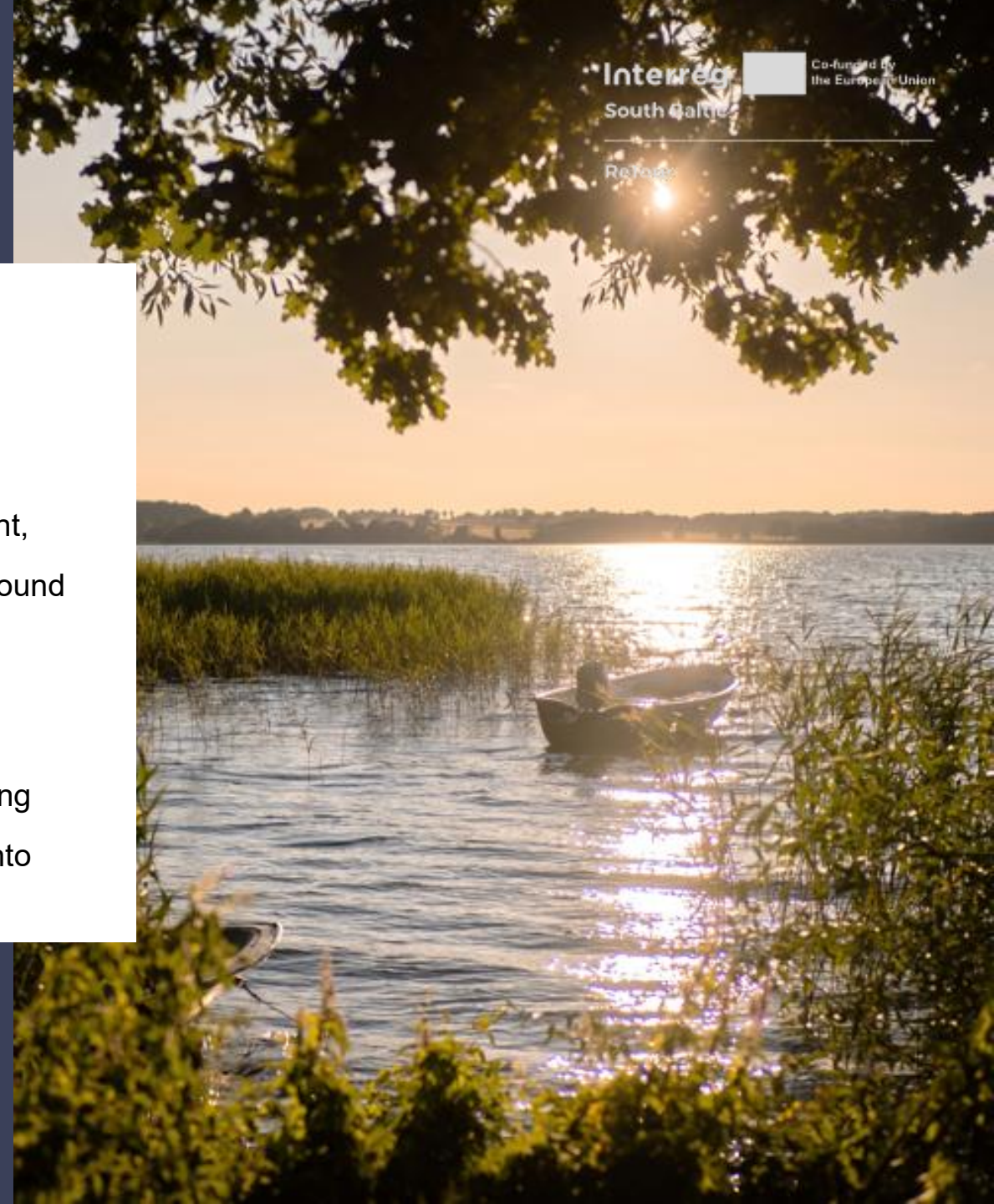
Sustainable access to rural areas while raising awareness of water as a finite resource and contributing to improved water quality in Lake Ringsjön.

## 2. What experience will you develop?

A regenerative, place-based experience combining nature, learning, movement, and local food — strengthening public health, local businesses, and the lake ecosystem. To explore and connect with the natural and cultural landscape around Ringsjön in a way that educates and inspires. To tell a story about how water, people, the past and the future are woven together around the lake.

## 3. What insight (one) would you like to share with the other pilots?

One key insight is the importance of a clear and inclusive process for motivating businesses to become regenerative. By helping companies understand the conditions they can realistically work within, and by translating sustainability into concrete actions and shared value, more businesses are willing and able to contribute positively to place, nature, and community.





# Ocean & Seaweed experience

1. **What problem will your experience contribute to solve?** We address ocean literacy and the relationship between humans and the marine environment. By enabling participants to actively explore the marine environment, using all senses, we aim to contribute to increased ocean literacy that will support the care and stewardship of sensitive marine environments and locations like the shallow seabeds of the Öresund.
2. **What experience will you develop?** A hands-on seaweed safari where participants gain practical experience in sustainable seaweed harvesting and cultivation, explore marine ecosystems, and take part in outdoor cooking using locally sourced seaweed and other regional ingredients.
3. **What insight (one) would you like to share with the other pilots?** A key insight is that involving local actors not only improves the experience, but also helps raise ocean awareness, promote sustainable practices and generate economic and regenerative benefits for the local community.

