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ReThink

From Lessons Learned to Regenerative Tourism Futures

ReThink takes a value-based approach to regenerative tourism, tackling fragile ecosystems, seasonal cycles, and fragmented institutional capacity across the NPA and Aurora regions.

Building on REGGAE, REGENERATE, and related projects, it clusters and validates outputs into a practical toolbox and a joint strategic framework for Destination Management Organisations.

ReThink embeds regeneration, equality, and resilience into long-term tourism strategies across the programme area.



Cooperation Opportunities

Partnership

Natural Resources Institute, Finland
Visit Reykjanes, Iceland
Gold of Lapland, Sweden
Business Kristinestad, Finland

Budget

Total budget € 197.808
NPA Funding € 128.575

Duration

03/2026 – 02/2027



ReThink is an Interreg Arctic Cooperation Clustering project: www.interreg-npa.eu

