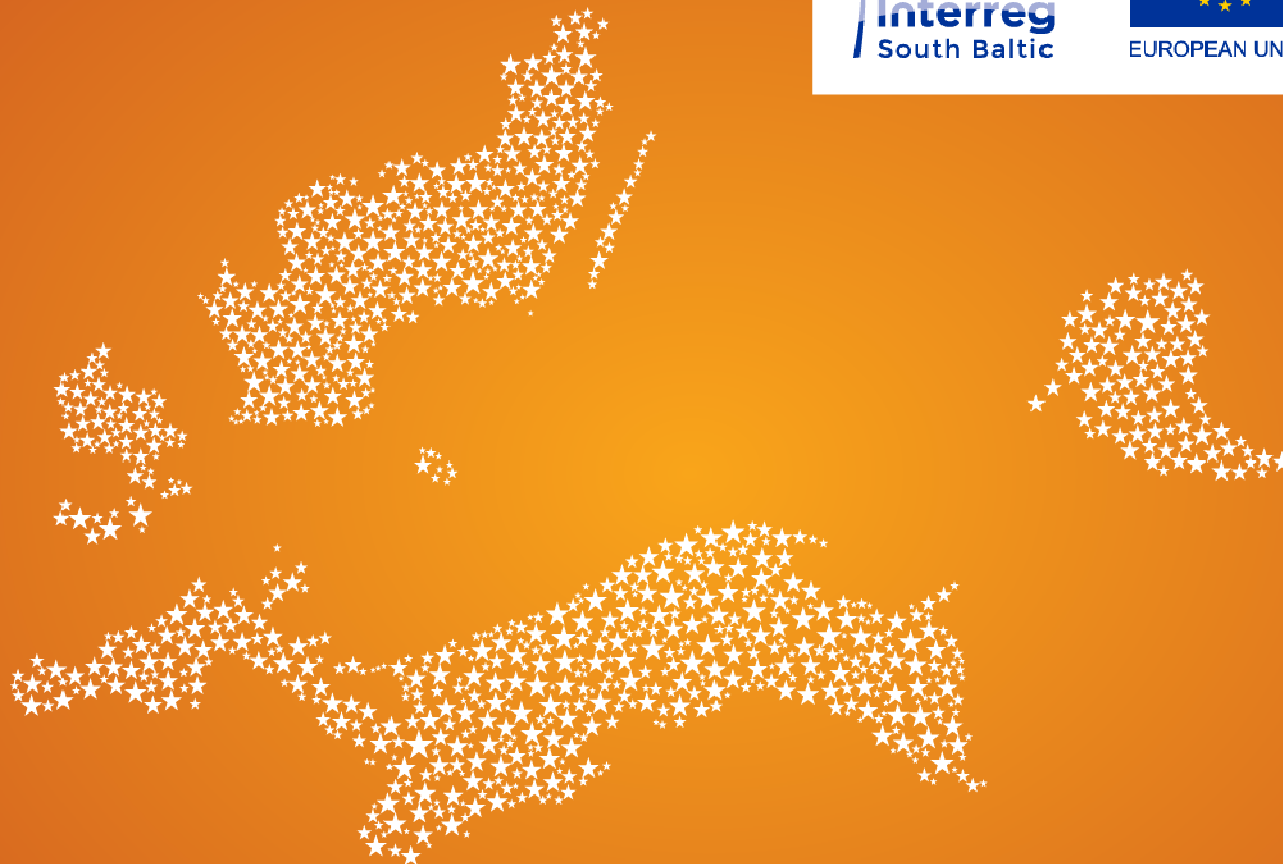




European
Regional
Development
Fund



Using Interreg South Baltic funds

for sustainable tourism

Sustainable tourism for WellBeing in the South Baltic region (SB WELL)

Objectives:

- To highlight the South Baltic coastline as an attractive destination for wellbeing tourism
- To capacitate and facilitate SMEs offering sustainable products and services

Results:

- Increased awareness among potential visitors of the South Baltic as a provider of high quality recreation services for wellbeing

Tentative products:

- A roadmap on how to build sustainable tourism in wellbeing
- An international network in sustainable wellbeing tourism for stakeholders and SMEs
- Capacitation workshops for SMEs
- An interactive WellBeing Atlas for potential visitors
- Multi season WellBeing routes



@SouthBaltic



SouthBaltic



www.southbaltic.eu/tourism

Partners / associated organisations found

Project Partners:

- **LEAD** - Linnaeus University, School of Business and Economics (Sweden)
- Professor Brynon Synak Pomerania Research Institute (Poland)
- Hochschule Wismar, University of applied Sciences (Germany)

Associated Partners:

- Borgholm & Vellinge municipality (Sweden)
- Pomerania Development Agency (Poland)
- Baltic Health Tourism Foundation (Poland)
- GOT (Poland)



@SouthBaltic



SouthBaltic



www.southbaltic.eu/tourism

Partners / associated organisations required

- tourism organisations,
- tourism boards,
- heritage associations and agencies,
- clusters of SMEs associated to wellbeing tourism,

in particular in **Denmark** but also in **Sweden, Lithuania** and **Germany**

Contact: *Lina Lindell*
Project leader & Researcher
lina.lindell@lnu.se



@SouthBaltic



SouthBaltic



www.southbaltic.eu/tourism



Thank you!

Monika Dmitrzak| Specialist| +48 58 3233222/ monika.dmitrzak@arp.gda.pl