



Regenera4MED

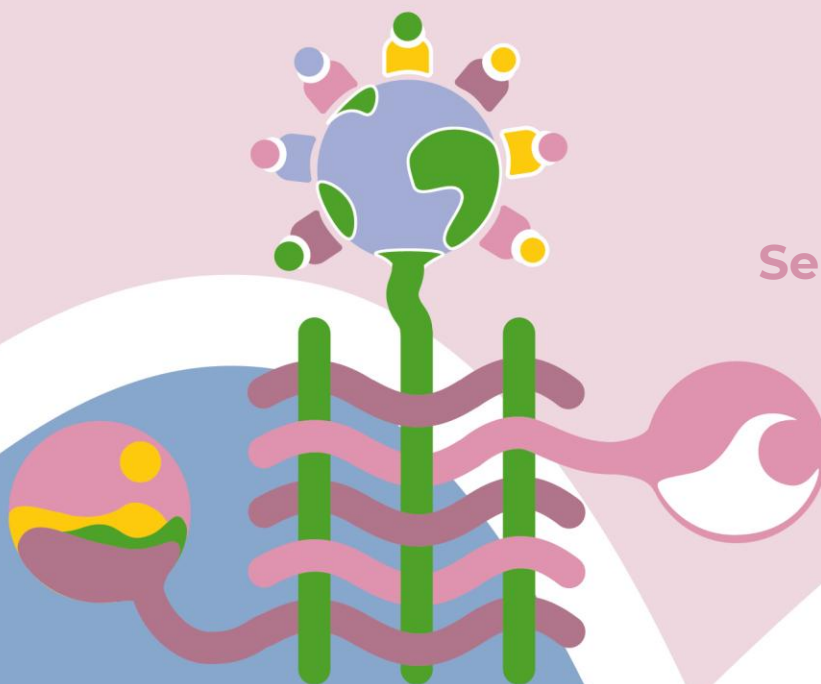
Interreg
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REGENERATION TOURISM PROGRAMME

Steps and Activities for Fostering Regenerative Tourism in Mediterranean



September 2025

<https://regenera4med.interreg-euro-med.eu/>



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Acronyms

EU – European Union

IGM – Integrated Governance Model

MED – Euro-Mediterranean region

RTJ Tool – Regenerative Tourism Journey: Self-assessment tool

Definitions

Co-Evolving Mutualism – A regenerative principle ensuring that tourism benefits both the territory and all who engage with it, fostering reciprocal growth.

Critical Yeast – A core group of committed individuals in each territory who initiate and sustain the regenerative process, acting as catalysts for wider change.

Inner Development Triad – A personal development model from Carol Sanford, comprising Inner Locus of Control, External Considering, and Personal Agency.



Integrated Governance Model (IGM) - The foundational governance framework for Regenerative Tourism in Regenera4MED.

Narrative Emergence - The process in Stage 4 of revealing the authentic story of a place or initiative through deep listening and reflection, rather than marketing invention.

Nested Systems - A framework recognising the interdependence between self, group, and ecosystem in regenerative development.

Place-Sourced Potential - Latent capacities, stories, and resources inherent in a territory that can be activated for regenerative tourism.

Regenera-washing (in regenerative tourism) - is the practice of branding a trip, place, or company as “regenerative”—claiming it restores ecosystems and strengthens local well-being—without delivering credible, measurable, community-led, net-positive outcomes.

Regenerative Tourism Journey: Self-assessment tool (the RTJ tool) - A qualitative tool for assessing regenerative maturity.

Regenerative Resourcing - Mentoring-like support in Stage 3 focused on activating the inner leadership, coherence, and contextual intelligence of project teams.

Regenerative Spiral - A conceptual model adapted from Bill Reed and the Regenes Group describing the continuum from extractive to sustainable to regenerative practices.

Regenerative Tetrad - A design framework with four elements - Ground, Goal, Direction, and Instrument - used to align tourism initiatives with place-based essence and purpose.

Regenerative Tourism Experience - a place-based, community-led form of experience where visitors actively participate in enhancing local ecosystems, cultures and livelihoods, creating net-positive outcomes for people, place and nature while undergoing their own personal transformation.

Resourcing team - A resourcing person is like a regenerative coach, who instead of telling one what to do, it helps one to express what's already in oneself.

Systematisation - A structured process of reflection and documentation that captures outcomes, patterns, and principles from local regenerative initiatives.

Resourcing - A process of activating teams' inner leadership and systemic intelligence to grow initiatives from within, in service of the territory.



Vocation of Place – The unique role or contribution a territory is meant to offer within its bioregion and to the Mediterranean.

Guidance for Implementation

Facilitators and technical leads should use the Annex as an essential reference for key concepts and definitions used throughout this document. Annex 5 lists the figures displayed throughout the document. For further context about the regenerative tourism paradigm, we strongly recommend consulting the Bibliography. This foundational knowledge helps an authentic implementation, preventing the dilution of the programme’s goals into “Regenera-washing”.



Introduction

This document is part of the governance and implementation framework of Regenera4MED. It sets out the Regeneration Tourism Programme: a structured, place-based activation process designed to cultivate and consolidate regenerative tourism prototypes across pilot territories in the Euro-Mediterranean region.

It is important to recognize that regenerative tourism is a rich concept with a diverse theoretical background. To truly understand this paradigm, it is essential to engage with the foundational work developed by scholars and practitioners over years. This programme is designed to provide that essential grounding, moving beyond a superficial understanding to capture the profound meaning and purpose of regeneration.

The Programme is built upon two core deliverables of Regenera4MED:

- The [Regenerative Tourism Framework](#) lays out the conceptual approach, emphasizing ecosystemic resilience and a transformative relationship with community and nature. It proposes that tourism should not merely be managed to reduce harm but structurally re-imagined to become a catalyst for healing and regeneration.
- The [Integrated Governance Model](#) provides the structural foundation based on collaboration between 8-Helix stakeholders. It includes training to equip these stakeholders with necessary tools and knowledge, and a vulnerability assessment to identify ecological and social conflicts, thereby constructing the regenerative pathway for each destination.
<https://regenera4med.interreg-euro-med.euh/>

Synthesizing these foundations, the Regeneration Tourism Programme provides the pathway to guide local actors from regenerative tourism awareness to project readiness. Unlike conventional capacity-building or technical assistance, it is designed to accompany the emergence of initiatives from within: it helps create the systemic conditions for local people to develop their own successful, regenerative tourism projects that are integrated into the long-term territorial fabric.

The Programme achieves its greatest impact when built upon a foundation of strong local governance. This means it works best in communities where stakeholders already collaborate effectively, make collective decisions, and have a shared vision. For territories still developing this capacity, the Regenera4MED Integrated Governance Model serves as the essential first step to build the necessary collaborative structures. As visualised in Figure 1, this Model is the groundwork for enabling the



Regenerative Tourism Programme. One should note that the RTJ tool is integrated through the stages as a way to assess regenerative tourism through the project.

The ultimate goal of the Regenerative Tourism Programme is to **provide the necessary environment** to allow local communities to create a long-term regenerative tourism programme that includes the creation of specific regenerative tourism experiences.

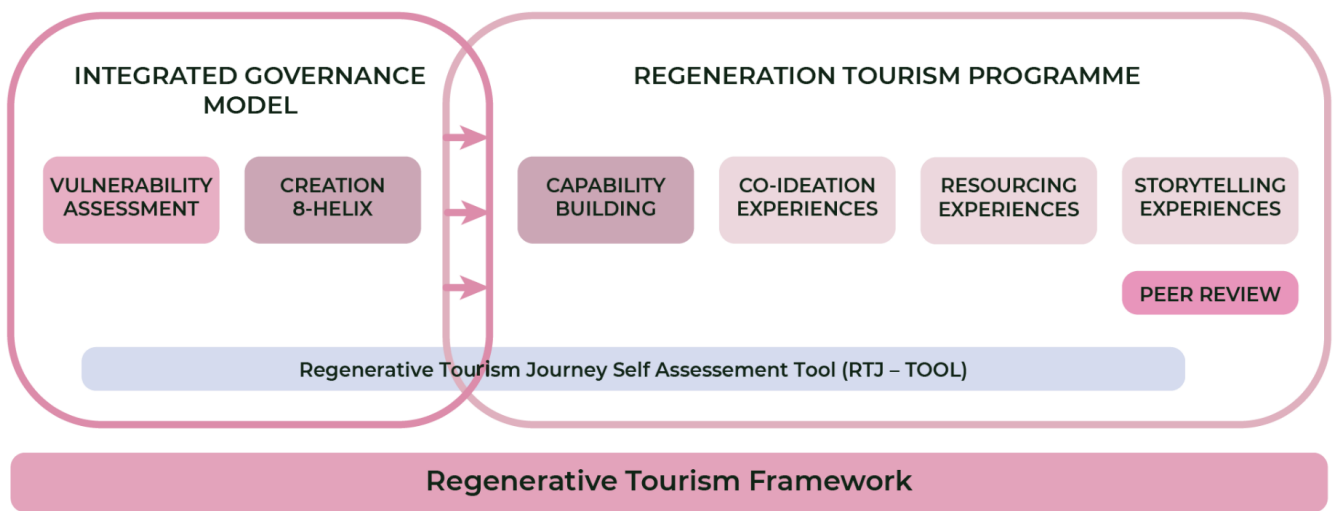


Figure 1 : Regenerative Tourism Framework: Interactions between the Integrated Governance Model and the Regeneration Tourism Programme. The Regeneration Tourism Programme is the second part of a journey towards establishing a regenerative tourism model. Once a strong governance structure is established, the community can work on the Regeneration Tourism Programme.

Source: Own

Purpose and Strategic Role

The Regeneration Tourism Programme begins with a fundamental question: **how can regenerative tourism emerge from within a place, rather than be imposed from outside?** In response, the Programme is designed as a practical learning journey that supports each territory as they:

1. Reframe their tourism paradigm to better support the health and vitality of the place;
2. Cultivate a new culture of leadership and collaboration among local stakeholders;



3. Translate their values into viable, place-based experiences;
4. Consolidate real-world projects that are strategic and ready to make a lasting impact;
5. Communicate their role in a broader movement for sustainability in the Mediterranean; and
6. Evaluate impact not just as outputs, but as a process of continuous evolution.

Ultimately, the Regeneration Tourism Programme focuses on empowering people and transforming mindsets to achieve tangible social and ecological regeneration. This is done by working with local teams and fostering a shared language of regeneration across Mediterranean territories. Through this work, the Programme consolidates a pathway for activating regenerative tourism from within, thereby building the foundational conditions for long-term territorial resilience and vitality.

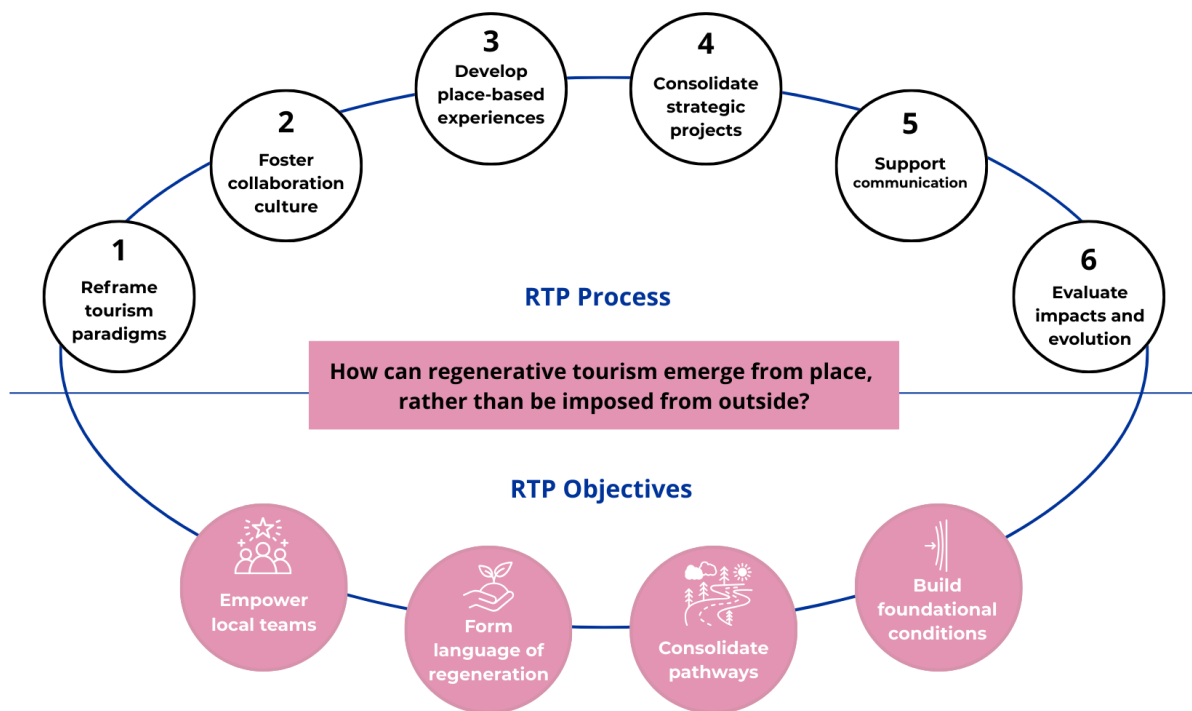


Figure 2: Regenerative Tourism Programme Overview: Process and Objectives

Source: Own



Target Audience

This guide is designed for facilitators, technical teams, local promoters, governance actors, and mentors involved in implementing the Regeneration Tourism Programme at the territorial level. It serves as both a practical roadmap and a flexible framework, providing a clear structure that can be adapted to the unique needs of each place.

Methodological Logic

The Regeneration Tourism Programme is composed of six interdependent stages:

1. **Stage 1 - Capability-Building:** Through webinars and an in-person session, we foster a sense of shared consciousness and understanding of regeneration among all participants.
2. **Stage 2 - Co-Ideation of Experiences:** Local stakeholders collaborate in participatory labs to generate tourism proposals that are aligned with the essence of the place.
3. **Stage 3 - Resourcing of Experiences:** The proposals are then refined through dedicated mentoring. This support helps teams to develop practical business plans and robust operational structures, ensuring they are viable and aligned with core regenerative values.
4. **Stage 4 - Storytelling of the Experiences:** Working with stakeholders to articulate and communicate the story behind their regenerative journey and the experiences they have created.
5. **Validation with RTJ Tool:** Assessment through a systemic, self-reflective evaluation using the Regenerative Tourism Journey: Self-assessment tool (the RTJ tool). This process systematises local learnings by summarizing key insights, tensions, and breakthroughs.
6. **Peer Review and Site Visits:** The final stage facilitates inter-territorial learning through reciprocal visits of local actors and reflective sessions.

Each stage includes: objectives, methodology, key activities, expected outcomes, facilitation profiles, and formal deliverables. The next section explains each stage.



Specific Deliverables and Outputs

Throughout the implementation of the Programme, different deliverables and outputs are expected to be created by the community with help from stakeholders:

1. Stage 1 - Capability-Building: Report on Capacity Building activities in the pilots.
2. Stage 2 - Co-Ideation of Experiences: Set of proposals of Regenerative Tourism Experiences (concept notes).
3. Stage 3 - Resourcing of Experiences: Set of Regenerative Tourism Experiences canvas (value propositions).
4. Stage 4 - Storytelling of the Experiences: Storytelling report (complete promotional package: narratives, digital/traditional materials, media/influencer plan, campaign reports, feedback mechanisms).

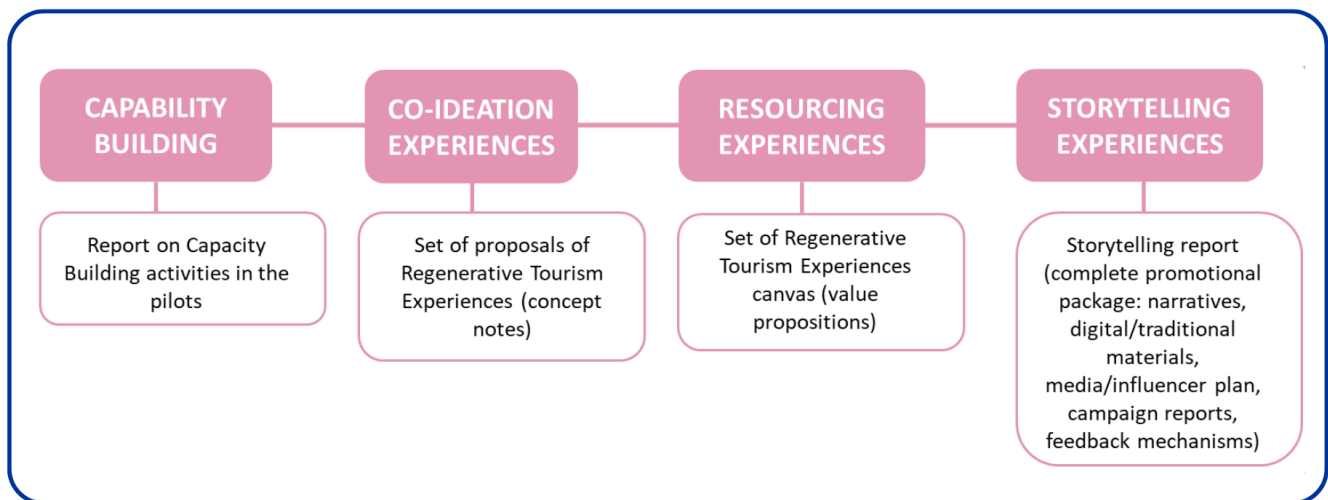


Figure 3: Expected Deliverables and Outputs

Source: Own



REGENERATION TOURISM PROGRAMME

Stage 1: Capability Building

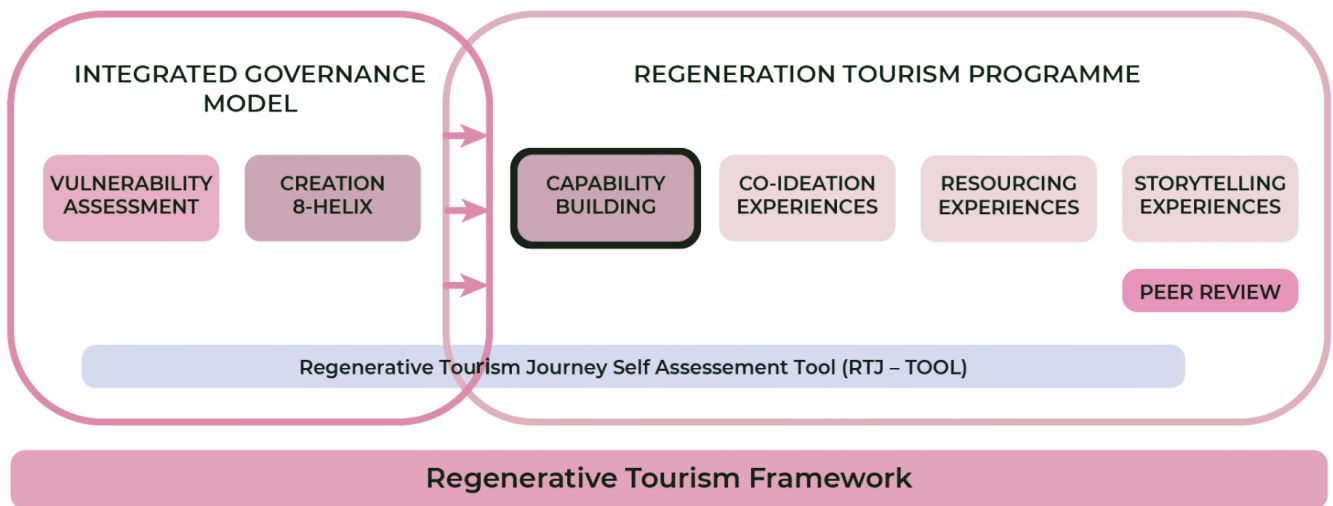


Figure 4: Stage 1. Capability Building. Capability Building is the first stage of the Regeneration Tourism Programme.

Source: Own

Stage 1 is key to ensure that all the stakeholders in the territory understand what Regenerative Tourism is. The general purpose is to awaken and activate the regenerative capacities needed to steward place-based tourism transformation. It does so by fostering connection with place, self, and community, as well as developing the inner and outer capabilities required for long-term, locally rooted action. Specifically, Stage 1 consists of three activities:

- International webinar series: A sequence of four international webinars interwoven into the participatory governance programme.
- In person sessions: A practical, in-person training programme focused on implementation of the regenerative tourism projects.
- RTJ tool survey: Evaluation with the Regenerative Impact Self-Assessment Tool.



Specific Outputs

This Stage concludes with a single **deliverable**: a *Report on Capability Building* that documents all training activities and content in the pilots.

Next subsections explain each phase more in detail.

International Webinar Series

Ideally, this phase is thought to be carried out at the same time that the creation of the governance structure is taking place. In destinations (territories) where an effective governance structure already exists, it can simply be the first phase of the capability building. The structure is as follows:

Regeneration Webinar	Core Regenerative Shift
1. Introduction to regenerative approaches applied to tourism	Based on the identification of challenges, tourism is no longer seen as an extractive activity, but as a co-evolutionary relationship with place. Regeneration begins with perception.
2. Stewarding places	This webinar explores how tourism visions can be patterned from the unique identity of the place.
3. Value creation across societal sectors	Regenerative tourism creates systemic value across ecological, cultural, spiritual and economic domains, activating all sectors of society.
4. Regenerative approaches to governance and leadership	Governance is not structure but relational coherence. Leadership becomes dynamic, nested, and purpose aligned.

Table 1: International Webinar Series

Source: Own

Each webinar follows and responds to what is emerging in the governance process, offering regenerative depth and pattern recognition to support local groups in seeing the whole, not just the parts. The reader should note that these 4 webinars are designed by the Regenera4MED team and they are available under the Regenera4MED [YouTube channel](#). These webinars are done by Anna Pollock and Loretta Bellatto, two renowned scholars and practitioners on Regenerative Tourism. Alternatively, implementors of the Programme can choose to create their own versions of the webinars based on the essence presented below.

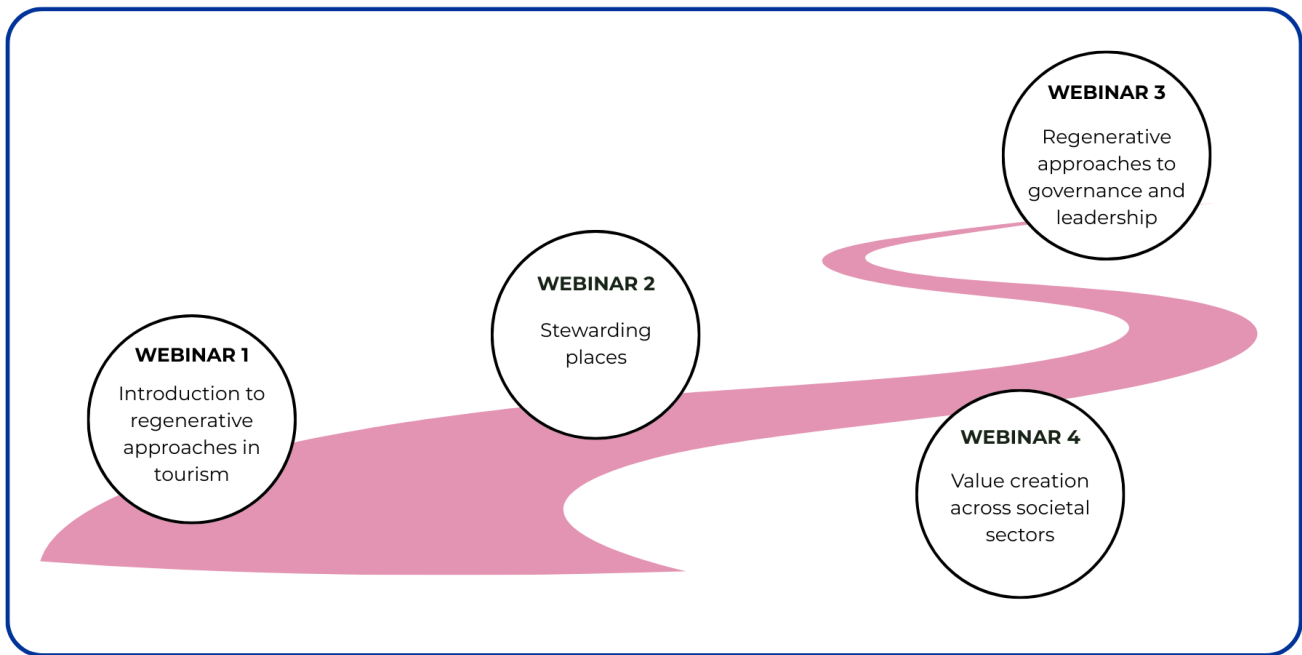


Figure 5: Webinar Series on the Pathway towards Capacity Building

Source: Own

Webinar 1: Introduction to regenerative approaches applied to tourism

This session introduces participants to the regenerative paradigm and how it applies to tourism. Participants will be invited to consider how tourism can contribute to the health and vitality of places and communities by aligning with nature's operating principles. Rather than seeing tourism as an industrial profit-making machine, regenerative approaches consider how all human activities can promote healing, connections with place, high quality relationships with guests, communities and place, as well as socio-ecological well-being.

Webinar 2: Stewarding places

This session helps participants recognize that regenerative visions must emerge from the unique character of place, not from externally generated solutions or visions. This session equips participants to define a shared purpose and regenerative strategies with their communities.



Webinar 3: Value creation across societal sectors

This session considers how tourism operates as a living system. Tourism must be fundamentally re-orientated to activate systemic value across social, ecological, cultural, spiritual, and economic dimensions. It requires a shift from token inclusion or consultation to real co-creation across societal sectors. Participants will learn to design objectives that are not isolated “projects”, but strategic interventions that consciously regenerate the living wealth of their community, honouring the deep interdependence of all sectors.

Webinar 4: Regenerative approaches to governance and leadership

This session considers how governance and leadership is framed from a regenerative perspective. Rather than a fixed structure, governance is considered a practice of shared stewardship. This webinar gives participants the tools to design flexible governance mechanisms that promote regeneration and evolution and capability development.

Participants

The target audience of these webinars is the so-called “Critical Yeast groups” which is defined as a diverse group of people that are motivated to make their territory regenerative. It also includes the technical team that ensures the project successful and other key implementers of the project in the territory.

Facilitation

There is no need for facilitation per se. The webinars can be watched separately by the different stakeholders. Nonetheless, it is beneficial that they are together to be able to comment afterwards their impressions and feelings.

Sessions Flow

Each session will ideally take place in a week difference from the other one to ensure that participants both: (a) have enough time to reflect on what has been learned, and (b) don't lose the pace.

In-person Implementation Training

This phase grounds the strategic insights developed: (a) in the governance phase, and (b) through the paradigm shifts introduced in the webinars. It consists of practical in person workshops which introduce key regenerative frameworks that guide the process locally. Their implementation: (1) applies regenerative frameworks (triads, tetrads, spirals) to local challenges; (2) aligns participants



around a shared strategic agenda and; (3) empowers the core group to activate the broader critical mass.

The full training pathway equips participants with a shared, practical understanding of regenerative tourism, capacitating participants with the perspective needed to engage in transformative place-based work. It fosters a skilled team of local stewards who are prepared to prototype and coordinate implementation efforts on the ground. Participants gain hand-on tools to structure their work, deepening their ability to lead with clarity and purpose.

Participants

A focus group which includes: (a) Critical Yeast (as previously defined) and; (b) could also include cross-sector actors ready to lead implementation. Experienced facilitators should help facilitate the focus group.

Facilitation

It is highly beneficial for the sessions to be led by professionals in regenerative design and systems thinking, capable of developing deep participatory processes and guiding early-stage prototyping at a local level. Facilitators delivering this track should have: (a) proven experience in regenerative design and facilitation; (b) capacity to facilitate multi-stakeholder participation; (c) familiarity with the frameworks of Carol Sanford, Regenes Group, Anna Pollock, or similar and; (d) skills in conflict transformation and visual/relational tools.

It is also highly recommended that at least one facilitator per session has experience supporting regenerative entrepreneurship.

Sessions Flow

Participants will acquire new knowledge that is part of the core of **regenerative tourism theory**. For instance, they will learn about the importance of re-centering priorities as to align with a harmonic relationship between nature, communities, and individuals (vs. a skewed economicist approach). The four dedicated sessions at this stage are designed for effective knowledge transfer

Sessions Description

To support facilitators in this process, we provide example titles, structure, and adaptable schedules.



Workshop 1: From Extraction to Regeneration

Goal: To support participants in situating their territory along the regenerative continuum and identifying extractivist dynamics that should be transformed.

Expected Outputs: A well-developed “Story of Place”, articulated through the Regenerative Spiral, offering a rich and layered understanding of the place's identity. Participants will also generate a list of patterns and critical outliers, revealing key dynamics, relationships, and anomalies that shape the system. Additionally, the process will provide a first orientation toward identifying potential leverage points (areas within the system where targeted interventions can create meaningful and lasting change).

Theory: Theory of the Regenerative Spiral.

Duration: 3h

Suggested Structure:

Time	Session Title	Description / Activities
0:00–0:20 20 min	Welcome & Check-in	Prompt: <i>“What transformation are you longing for in this territory?”</i>
0:20–0:45 25min	Framing: The Regenerative Continuum	Presentation and discussion of the extractive → sustainable → regenerative spiral (based on Bill Reed and Regenes Group).
0:45–1:30 45min	Territorial Mapping Exercise	Small group work: Map the territory's current state across ecological, social, cultural, economic, and governance dimensions using visual mapping and post-its.
1:30–2:15 45min	Patterns of Breakdown and Potential	Groups identify dominant extractive patterns and areas with regenerative potential. Cluster findings and synthesize in plenary.
2:15–2:45 30min	Reflection: What Is Asking to Be Regenerated?	Guided journaling and group sharing. Focus on listening beyond strategy to the essence of place.
2:45–3:00 15min	Close & Bridge to Next Session	Summary and preview of the next session's focus: inner alignment and nested systems.

Table 2: Workshop 1: From Extraction to Regeneration

Source: Own



Alternative: Facilitators are free to imagine and develop an alternative session based on the general title and goal (“from extraction to regeneration”). The aim is to create a space for participants to think about the value of their territory, not (only) from a resource perspective, but from core values. It should foster reflection on how some activities are more extractive than others and what can be done to address this issue. This can be done through different methods, although we encourage a combination of theory and collective reflection, as exemplified in the suggested structure.

Workshop 2: Self as an Instrument of Transformation

Goal: To activate individual and collective agency through nested systems awareness and Carol Sanford’s Inner Development Triad. Further information on these theories can be found in Annex 3.

Expected Outputs: To promote individual reflections on the inner triad, personal agency commitments, and an initial sensing of group coherence and emerging leadership roles.

Theory: Nested systems & the Inner Triad Self as instrument of transformation.

Duration: 3h

Suggested Structure:

Time	Session Title	Description / Activities
0:00–0:20 20 min	Opening	Prompt: <i>“Where do I see myself in the regenerative spiral?”</i>
0:20–0:45 25min	Framing	Presentation of the three nested levels: <i>self – group – ecosystem</i> and reflection on their interdependence.
0:45–1:30 45min	Deep Dive	We deep dive into the Inner Triad Introduction to: - Inner Locus of Control - External Considering - Personal Agency Reflection prompts and paired dialogues exploring personal application.
1:30–2:15 45min	Alignment Practice	Small group discussions to identify tensions or misalignments between inner development and the external system. Explore pathways to regenerative leadership.



Time	Session Title	Description / Activities
2:15–2:45 30min	Practice Design Reflection	Personal commitment exercise: <i>“What regenerative quality do I want to cultivate in myself to support this process?”</i>
2:45–3:00 15min	Close & Preview	Summary and bridge to Session 3: <i>From inner alignment to designing living projects.</i>

Table 3: Workshop 2: *Self as an Instrument for Transformation*

Source: Own

Alternative: Facilitators are free to imagine and develop an alternative session based on theme of “Self as instrument of transformation”. This space is meant to foster awareness of how inner development connects to collective and systemic transformation. The format can be simple and fluid – shaped by the needs, energy, and readiness of the group. You may wish to begin by inviting participants to locate themselves in their regenerative journey, sensing where they are and what is alive for them right now. From there, you can gently open reflection on the nested systems of place (self, group, and ecosystem). Encourage conversations or practices that help participants notice points of alignment or tension between their inner stance and the outer realities they navigate. Possible outcomes are deeper personal reflection and self-awareness, as well as a shared understanding of interconnection across the systems of place.

Workshop 3 — Designing from the Ground

Goal: To guide participants in understanding and articulating their projects from a place-based origin (Ground) and a transformative intention (Goal). This session anchors regenerative design in the territory’s unique context and invites participants to name the deeper role their work is meant to play in its evolution.

Expected outputs: Participants will produce a foundational document for their initiative. This will articulate a clear, place-based goal for transformation, grounded in a deep analysis of the local context. It will also map the wider systemic changes the project seeks to catalyse, ensuring the initiative is fully aligned with the overarching regenerative vision.

Theory: The regenerative Tetrad I: ground and goal

Duration: 3h

**Suggested Structure:**

Time	Session Title	Description / Activities
0:00–0:20 20 min	Welcome & Framing	Prompt: <i>“What larger shift am I here to serve through this initiative?”</i> Introduction to the Tetrad (Regenesis Group) : - Ground: systemic context of place - Goal: evolutionary potential of the initiative.
0:20–1:00 40min	Reading the Ground	In groups: Reflect on the territory’s systemic dynamics, patterns, tensions, power dynamics and potential. Identify “ground” conditions using insights from the Regenerative Spiral and personal place connection.
1:00–1:45 45min	Articulating Transformative Goals	Teams define a transformational goal as a systemic shift, not a fixed outcome. Explore what new possibilities the project could enable and the broader evolutionary movement it supports.
1:45–2:15 30min	Goal–Ground Alignment Check	Teams evaluate coherence between <i>Ground</i> and <i>Goal</i> : - Is the goal truly emerging from context? - Is it bold enough to activate latent potential?
2:15–2:45 30min	Reflection	Open dialogue: <i>“What is shifting in how we see our role as agents of regeneration?”</i> Optional: Brief introduction to next Tetrad pair — <i>Direction & Instrument</i> .
2:45–3:00 15min	Close	Summary and bridge to Session 4: <i>From direction to design</i> .

Table 4: *Designing from the Ground*

Source: Own

Alternative: Facilitators are free to imagine and develop an alternative session based on “Designing from the ground of place”, helping participants sense how their initiatives emerge from, and contribute to, the living context they belong to. The structure can be simple and adaptive, focused on listening, reflection, and connection. For example, you can invite participants to name what makes their territory unique and, from these insights, encourage them to dialogue on the relationship between ground (what feels most true about their place) and goal (possibilities of transformation).



Workshop 4: Aligning Action with Purpose

Objective: To articulate the pathways for achieving the objectives agreed upon and define the instruments (form, structure, method) for that. This session integrates design and governance.

Expected outputs: Teams will produce a unified project strategy. This document will clearly define the project’s goals, its evolutionary path, and a flexible operational structure, ensuring all elements work together. This foundation will prepare the team to successfully enter the co-creation and mentoring phases.

Theory: The regenerative Tetrad II: Direction and instrument

Duration: 3h

Suggested Structure:

Time	Session Title	Description / Activities
0:00–0:15 15 min	Welcome	Prompt: <i>“What kind of action or structure would allow the purpose of this project to emerge fully?”</i> <i>In other words, what need to happen for the project to flourish?</i>
0:15–0:45 30min	Teaching: Direction & Instrument	Introduction to the second part of the tetrad: - Direction: the developmental path and flow patterns the initiative must follow. - Instrument: the living structures or practices to carry it forward.
0:45–1:30 45min	Direction Discovery Lab	Participants explore the initiative’s needed evolution — identifying rhythms, partnerships, learning cycles, and regenerative patterns that support emergence rather than enforce linearity.
1:30–2:15 45min	Designing the Instrument	Teams design the <i>instrument</i> : - Governance structures - Decision-making rhythms - Operational models - Relational flows Expressed visually or narratively to support coherence.
2:15–2:45 30min	Integration: From Spiral to Tetrad	Reflection on the full 4-session journey: - How has perception shifted?



Time	Session Title	Description / Activities
		- How does the tetradic framework prepare them for stage 2 (prototyping and mentoring)?
2:45-3:00 15min	Closure	Final reflections, setting intentions, and expressing readiness for the next phase of the project.

Table 5: *Aligning Action with Purpose*

Source: Own

Alternative: Facilitators are free to imagine and develop an alternative session based on based on “Aligning action with purpose”. They should invite participants to name the practical path their initiative must follow (direction) and choose the structures that will support it (instrument). Ask questions such as: “Does this path truly achieve our goal and emerge from our ground?” or “Do our structures enable emergence, not rigidity?” The session can close with a brief synthesis: by writing a short direction statement, a one-page instrument sketch, and noting how these integrate Ground-Goal-Direction-Instrument and ready the team for co-creation and mentoring. Possible outcomes are a clarified developmental direction and an emerging sense of governance and structure.



RTJ Tool Implementation After Stage 1

The RTJ Tool accompanies the whole process. It is a self-assessment tool which helps to evaluate the regenerative process, being applied after each stage. At the end of this stage, the RTJ Tool will be applied again to assess how the training and initial activation have shifted perceptions, deepened awareness, and strengthened the collective capacity to engage in regenerative tourism. Stage 5 of this document provides a clear definition of the application of the RTJ Tool.

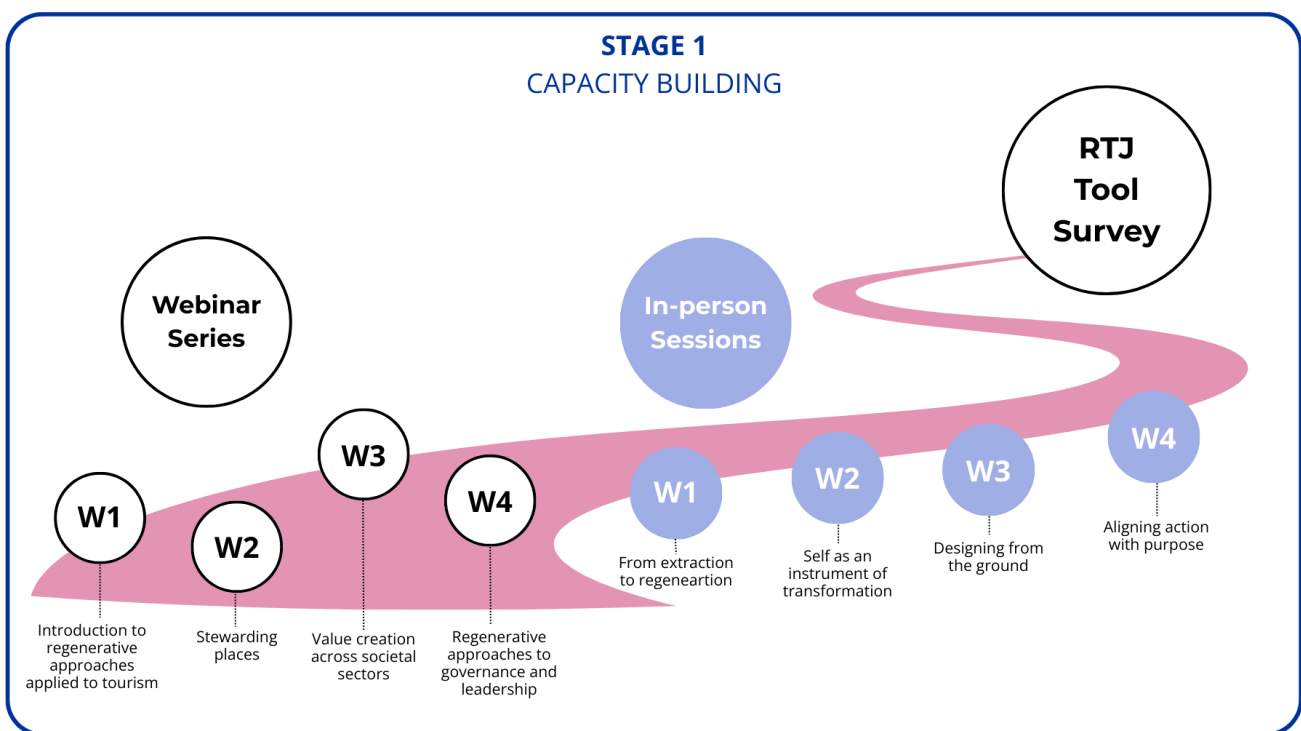


Figure 6: Summary of Stage 1 (Capacity Building)

Source: Own



Stage 2 – Co-ideation Experiences

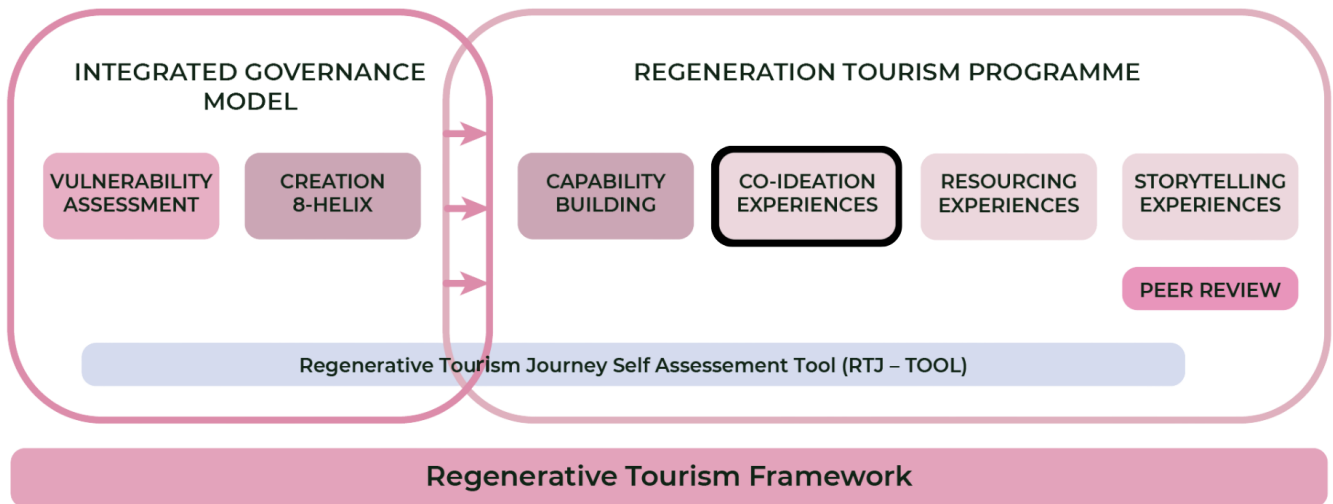


Figure 7: STAGE 2. Co-Ideation Experiences. Co-Ideation Experiences is the second stage of the Regeneration Tourism Programme.

Source: Own

This phase is conceived as a natural continuation of Stage 1. Stage 1 ensures that participants enter ideation phase with a shared regenerative mindset, clarity about the significance of place, understanding of the interplay between personal agency and nested systems, and a leadership structure.

In Stage 2, this shared purpose and strategic lines are translated into concrete regenerative tourism experiences. Through a series of workshops long-term action plans are developed.

A key **deliverable** comes out from this phase: a **set of proposals of Regenerative Tourism Experiences**.

Participants

The participants are the group previously formed during Stage 1, which includes a co-led Critical Yeast group, local 8-Helix stakeholders, and additional actors with key competencies.

Facilitation

It is highly recommended that each session is co-led by members of the Critical Yeast and supported by experienced facilitators skilled in regenerative design and living systems thinking, participatory methodologies and inclusive co-creation, and the frameworks of Carol Sanford, the Regenes Group, Anna Pollock, and Loretta Bellato. Workshops are meant to be transformative spaces rather than consultations, with facilitators able to hold complexity, emergence, and depth.



Sessions Flow

Three in-person co-creation workshops (3h each), with iteration periods between sessions.

Specific Outputs

This Stage concludes with a single deliverable: a Set of proposals of Regenerative Tourism Experiences (concept notes).

Workshop 1: Listening to the Place

Objective: This phase initiates the transition from internal alignment (Stage 1) to collective emergence (Stage 2) by focusing on perception.

Here, regenerative action is promoted through a shift in perception, in contrast with problem-solving approaches that act irreflexively. This shift is essential to begin developing the strategic lines of the action plan through a meaningful manner.

Estimated time: 2-4 hours

Expected outputs: A conceptual map of the local system that visualizes key actors, conflicts, symbolic spaces, and systemic influences. This conceptual map represents a first set of project ideas based on local feeling and intuition. We will then connect these ideas to the area’s broader goals, while also creating a shared list of the biggest challenges to tackle. The ultimate goal is to foster a stronger and shared sense of purpose for the community.

Theory: We view each place as a living system to be understood, not a product to be designed. We see conflict and damage as necessary starting points: they shouldn’t be avoided! Our role is to identify the root blockages that limit a territories liveliness and then help it express its unique purpose through regenerative tourism.

Suggested Structure:

Title: Workshop - Perceptual Activation and Connection to Place

Section Title	Description / Activities
Opening activity	Participants open the space by sharing a memory, symbol or deep connection with the territory. This ritual transitions the group from analytical mode to sensing and presence.



Living system mapping	<p>In small groups, participants co-create a collective map of the territory, identifying: (a) visible actors and initiatives; (b) symbolic places and neglected zones; (c) active tensions and invisible boundaries; (d) dysfunctions: what's stuck, disconnected, or artificially held in place</p> <p>This becomes a shared field map, not just of structures but of relationships and energies.</p>
Listening for what wants to emerge	<p>Participants explain regenerative experiences: what is being asked of us? Which wounds are calling for attention? What are the potentialities?</p>
Clustering	<p>Guiding questions</p> <ul style="list-style-type: none"> • What is ready to be transformed? • What tensions are there? • What is blocking the full expression of this territory's identity and vocation? • How might we contribute to the healing of something that has long been ignored? • What are the virtues of this place? — not as a product, but as a gift to the Mediterranean community?

Table 6: Perceptual Activation and Connection to Place

Source: Own

Alternative: Facilitators are free to imagine and develop an alternative session based on the “Listening to the place” objective. It should enhance participants to shift from analysis to sensing and then carry out a grouping of the territory's strategic lines. Expected outputs: a conceptual living-system map, a first set of perception-led experience ideas, clear links to strategic lines, prioritized dysfunctions to tackle later, an emerging collective purpose, and a list of key actors to engage.

Workshop 2: Giving Form to Purpose

Objective: To structure the intuitive ideas that emerged in the first workshop, by designing regenerative experience prototypes.

Estimated time: 2-4 hours

Expected outputs: 3-5 regenerative experience prototypes articulated through the regenerative tetrad; a narrative foundation for each to guide the storytelling in stage 4; a strategic contribution map linking each proposal to territorial systems and action lines.



Theory: This workshop uses a four-part regenerative design lens — Place-Sourced Potential, Regenerative Capabilities, Vocation of Place and Co-Evolving Mutualism — to help shape each proposal as a living contribution to the evolution of the territory, not just as a tourism service. The regenerative tetrad is introduced as a way of seeing (a lens that helps reveal the deeper potential already present in a place). Participants are invited to draw on the stories, patterns, and energies of their territory; to define the capacities their initiative can help strengthen; and to align with the unique role or vocation their place can play within its region and the Mediterranean.

Suggested Structure:

Title: Workshop- Designing Regenerative Proposals

Section Title	Description / Activities
Re-grounding the ideas	Participants revisit the ideas generated in Workshop 1, to sense which carry the potential to express the purpose of the place, and which are aligned with the current capabilities of the community.
Design through the Regenerative Tetrad	In design teams, participants begin to articulate their regenerative tourism proposals through the four lenses: (a) what latent potential in this place is this experience activating?; (b) what regenerative capabilities is it meant to develop (in hosts, visitors, institutions)?; (c) how does it reflect the vocation of this place — its unique role in the bioregion?; (d) what forms of mutualism does it cultivate — between people, sectors, species? The designs are visualized creatively through system sketches, journey maps, or experiential narratives.
Articulating foundational narrative	Each group drafts the core story of the experience: a concise but profound narrative that expresses its why, for whom, and with what impact.
Mapping strategic contribution	Finally, the proposals are connected back to the strategic lines of the action plan and to the territory's system map (Workshop 1): what relationships do this experience activate? What tensions might it help dissolve? What new dynamics could it initiate? Guiding questions What does this experience do in the territory? What qualities, skills, or relationships does it cultivate? What does it allow the place to express that has been dormant? Who benefits, who grows, and how do we know it is mutual? How does this proposal enact the kind of future we long for? What conflicts are addressed and which are not?

Table 7: Designing Regenerative Proposals

Source: Own



Alternative: Facilitators are free to imagine and develop an alternative session based on the “Giving form to purpose” and its objective. This includes inviting teams to revisit the most insightful ideas from Workshop 1 and shape 3–5 regenerative experience prototypes using four simple lenses: place-sourced potential, regenerative capabilities, vocation of place, and co-evolving mutualism. Storytelling is encouraged to develop and communicate these experiences. Expected outputs: 3–5 prototypes, a narrative foundation for each, a strategic contribution map, and a clearer, common process for designing from place and purpose.

RTJ Tool Implementation After Stage 2

At the end of this stage, the RTJ Tool will be applied again to assess how the training and initial activation have shifted perceptions, deepened awareness, and strengthened the collective capacity to engage in regenerative tourism. Stage 5 of this document provides a clear definition of the application of the RTJ Tool.

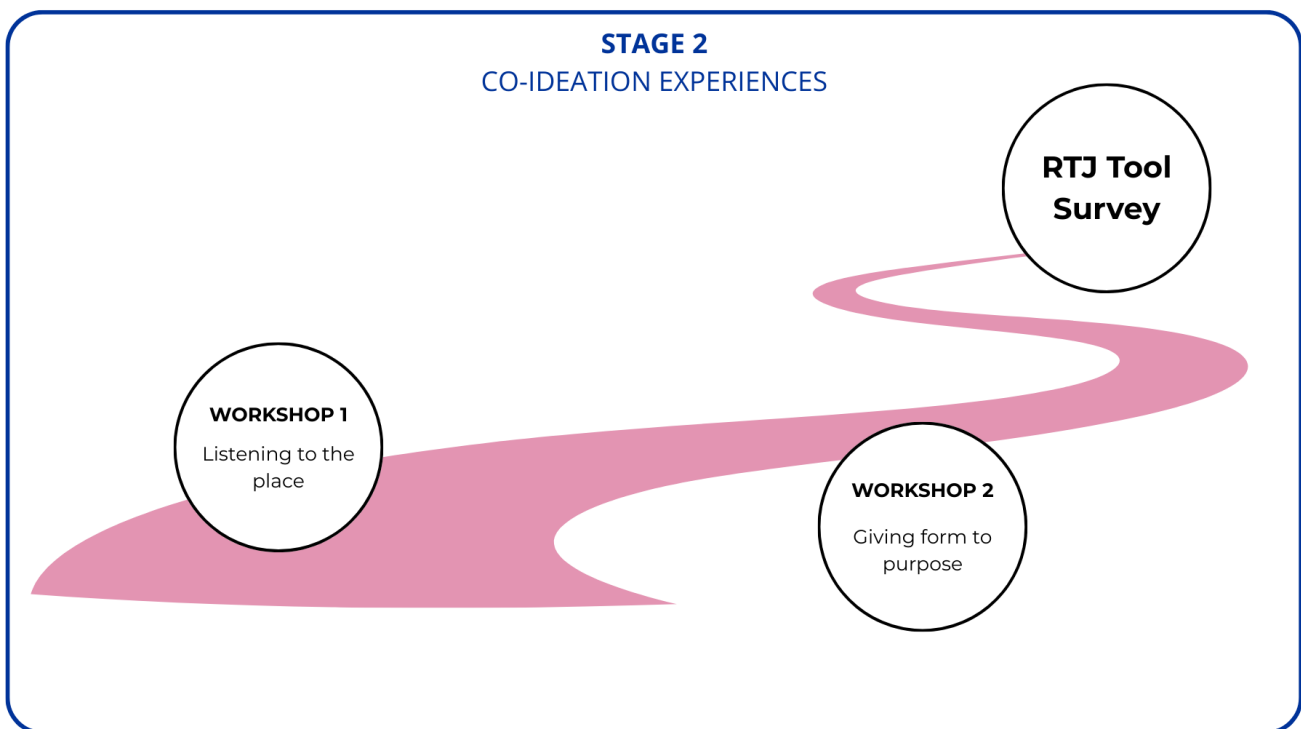


Figure 8: STAGE 2. Summary of Stage 2 (Co-ideation Experiences).

Source: Own



Stage 3 – Resourcing Experiences

From aligned vision to living prototypes

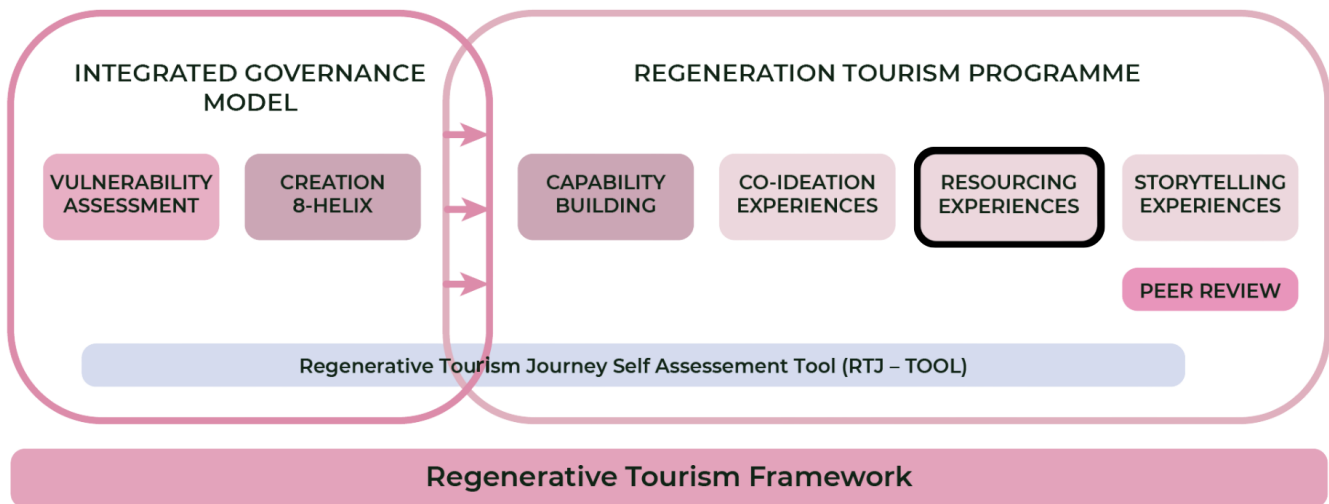


Figure 9 STAGE 3. Resourcing Experiences. Resourcing Experiences is the third stage of the Regeneration Tourism Programme.

Source: Own

Once the first regenerative tourism proposals have been co-designed through the Stage 2 co-creation workshops, Stage 3 initiates the strategic resourcing phase. This is a key moment in the Regeneration Tourism Programme: a space to consolidate and mature each initiative, while also ensuring capacity-building, so that projects move forward beyond the lifespan of Regenera4MED.

Inspired by the frameworks of the Regenes Group and Carol Sanford, this phase is a process of support for regeneration. Instead of providing external solutions, it focuses on activating the project team’s own innate leadership, ability to think systemically, and local knowledge. By the end of this Stage, each proposal will have evolved into a viable and regenerative prototype, ready for implementation and capable of growing independently. More importantly, the people leading these initiatives will have developed the capacity to continue learning, adapting, and regenerating.

Participants

The participants in this stage are the promoter teams of the 3 to 5 regenerative tourism proposals developed in stage 2. These teams should include: (a) Members of the Critical Yeast; (b) Local stakeholders directly involved in the implementation; (c) New actors whose presence responds to the evolving function of the initiative (those who, due to the process itself, have felt involved in the process as a natural process. The natural process of critical yeast includes the transmission and incorporation of new actors).



These teams are invited to become self-organizing cells of regenerative leadership, capable of coordinating, adapting, and evolving well beyond the framework of the Regenerative Tourism Programme.

Facilitation

In this stage, facilitators are called “resourcing team”. A resourcing person is like a regenerative coach, that instead of telling one what to do, it helps one to express what's already in oneself. This person or people help by bringing up the potential of the pilot, instead of falling in good practice mode. Ideally, each territory hosts a multidisciplinary team of regenerative resourcing people (facilitators) — not advisors, but developmental facilitators who help surface tensions, potential, and alignment from within. These teams are recommended to include:

- A narrative and identity guide
- A social economy and viability thinker
- A governance and participation facilitator
- A tourism service/operations strategist
- A RTJ guide for impact sensing and evaluation

While this is a nice to have, it is not necessarily required. It is highly recommended, though, that at least one team member should have proven experience in regenerative entrepreneurship and capacity building.

Sessions Flow

This stage will unfold in four interconnected phases. These phases are as short or as long as the facilitator believed according to the context and the group. Note that the duration indicated is an estimation. Facilitators can choose to do all phases in a 1–2-day workshop.

Specific Outputs

An expected deliverable for this stage is a set of Regenerative Tourism Experiences canvas: a series of propositions for each selected experience (destination, products/activities, impacts, resources, actors, targets, channels, revenues, costs).



Workshop 1: Reconnection with Purpose and Initial diagnosis

Objective: The goal is to anchor the initiatives based on synergies of the group and specificities of the place.

Expected outputs: a co-designed resourcing pathway that aligns the initiative's essence with place vocation, capabilities to develop, key partners, and next milestones. Note that a resourcing pathway is a simple, step-by-step plan for how a project will get what it needs (people, skills, partnerships, money, tools, and learning) to go from idea to action.

Theory: no new theory is introduced.

Duration: 1-2 hours

Suggested Structure: each team begins by revisiting their proposal. They will be guided to review their plans considering the place's unique needs and the results from their Stage 2 assessment. Then, a support plan will be elaborated, focusing on both technical parts and on helping the team grow and strengthen.

Workshop 2: Regenerative Development Cycles

Objective: To give each team the specific help they need to put their ideas into action. They will perfection their project so it makes a real positive impact, is well-organized, tells an authentic story, and has a solid financial foundation connected to the local community.

Expected outputs: updated resourcing pathway with concrete milestones.

Theory: no new theory is introduced.

Duration: 2-5 hours

Suggested Structure: each team receives personalized resourcing sessions. These are not predefined workshops, but dynamic and adaptive spaces that support the team's evolution across key dimensions: (a) clarifying the regenerative function within the territory; (b) mapping and testing systemic value flows (process); (c) realigning governance, roles, and structure to essence; (d) evolving the project narrative to reflect its true purpose; (e) exploring viable economic models rooted in place identity. Sessions are supported by frameworks, templates and/or examples—but always used generatively, not prescriptively. The goal is not to fill in boxes, but to grow the inner architecture of the initiative.



Workshop 3: Internal Capacity Building and Leadership Activation

Objective: this phase is about cultivating autonomy, rather than creating dependency on mentors.

Expected outputs: a self-authored autonomy plan detailing emerging roles and capacities, priority development needs, distributed leadership practices, the needed support ecosystem, and concrete milestones to carry the work independently.

Theory: no new theory is introduced.

Duration: 1-2 hours

Suggested Structure: each team will reflect on: (a) what roles and capacities are emerging; (b) what still needs to be developed; (c) how leadership can be distributed without dilution; (d) what kind of support ecosystem is needed around the initiative. The teams will map their own evolution and identify what allows them to carry the work forward independently in the years to come.

Workshop 4: Collective Alignment and Prototyping Readiness

Objective: To bring all teams together to consolidate learning, validate progress, surface synergies, and finalize each proposal into an implementation-ready package aligned with a shared Mediterranean field of regenerative practice.

Expected outputs: a project dossier; a regenerative impact orientation (RTJ Tool + territory indicators); core communication materials for Storytelling and Peer Review; and a cross-team synergy map with shared commitments.

Theory: no new theory is introduced.

Duration: 2-3 hours

Suggested Structure: in the final stage, all promoter teams will gather in a shared session — either in person or online — to exchange learnings, validate one another's journeys, and identify synergies. This is both a collective closure and an opening: a step toward the shared field of regenerative practice that are going to be catalysed across the Mediterranean. Each proposal will then be finalized with: (a) a project dossier, including narrative, operational logic, budget, timeline, governance, and key partnerships; (b) a regenerative impact orientation based on RTJ Tool and territory-specific indicators; (c) communicative materials to support visibility and alignment in stage 4 (Storytelling) and stage 5 (Peer Review).



RTJ Tool Implementation After Stage 3

At the end of this stage, the RTJ Tool will be applied again to assess how the training and initial activation have shifted perceptions, deepened awareness, and strengthened the collective capacity to engage in regenerative tourism. Stage 5 of this document provides a clear definition of the application of the RTJ Tool.

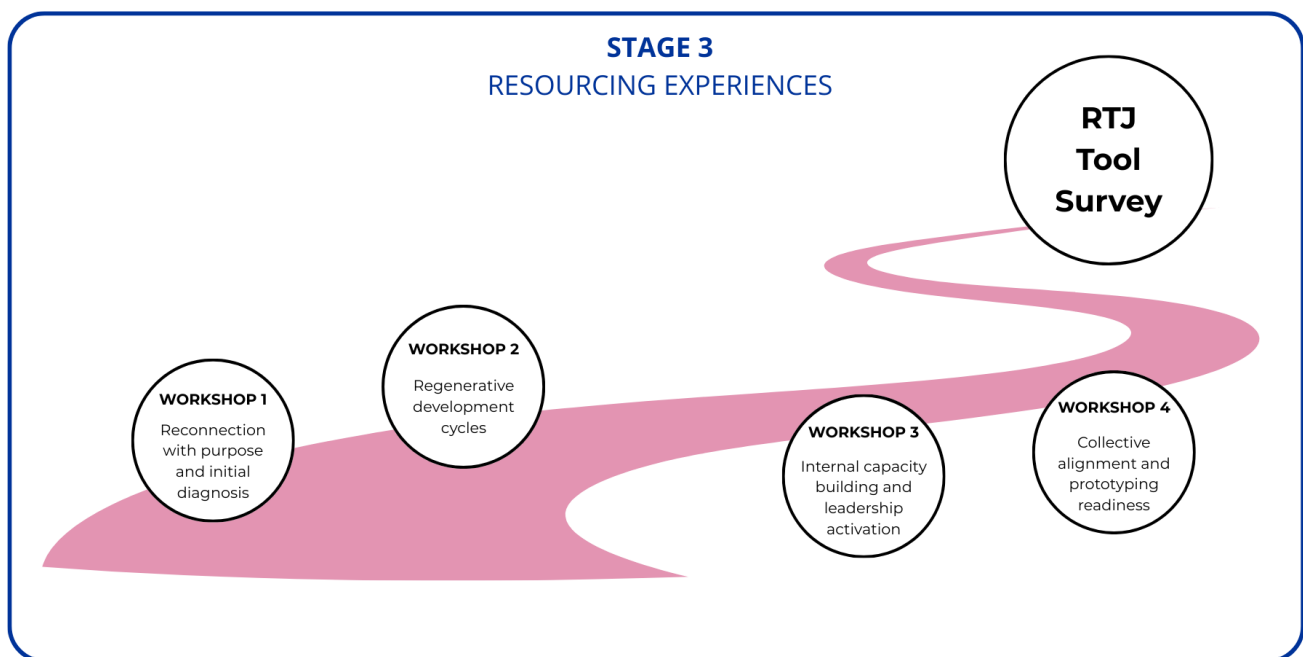


Figure 10: Summary of Stage 3 (Resourcing Experiences)

Source: Own



Stage 4 – Storytelling Experiences

From inner essence to outer resonance

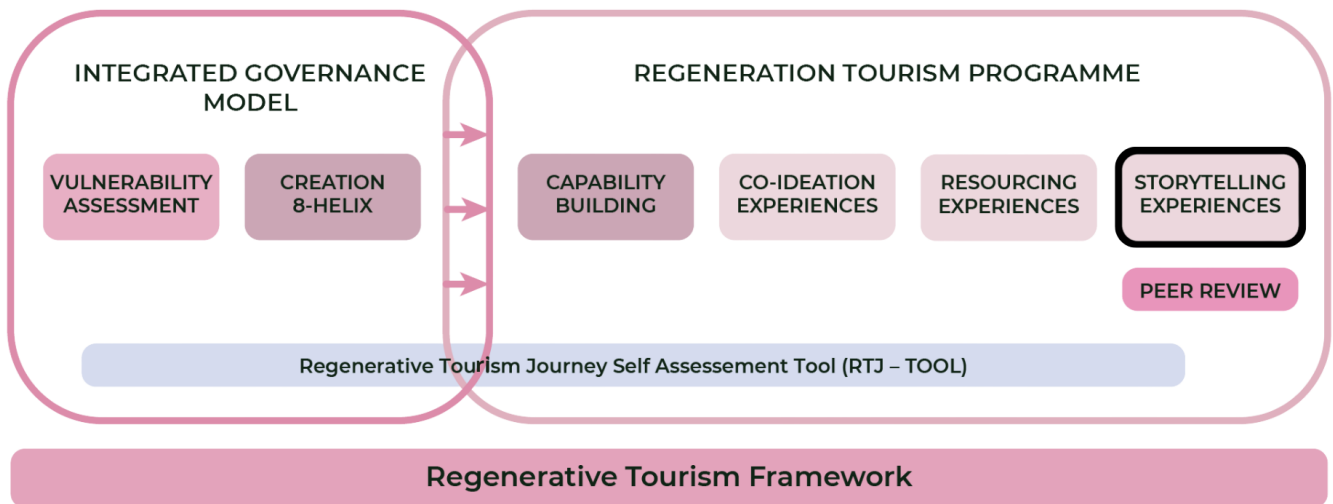


Figure 11: STAGE 4. Storytelling Experiences. Storytelling Experiences is the fourth stage of the Regeneration Tourism Programme.
Source: Own

Stage 4 is where the work of each community is shared. After building a strong foundation in governance, skills, ideas, and resources (Stages 0-3), this is the phase where each municipality learns to share its unique story with the world.

The goal is not to create a marketing campaign, but to communicate authentically. It's about participating in a larger movement and a public commitment towards a new way of doing tourism. Stage 4 serves as the bridge and catalyst between consolidating local initiatives in Stage 3 and preparing them for testing and long-term success. It equips each initiative to communicate its purpose and regenerative logic, which in turn builds credibility with local communities and attracts support from across the Euro-Mediterranean region. Ultimately, this process models a new form of leadership grounded in authentic stories.

Objectives

The **core objectives** at this stage are to help each project tell its full story in a clear and engaging way, using authentic text and visuals that show its true value. This work aims to build strong connections with local and international supporters, while empowering the local teams to confidently share their own story in the long-term. The ultimate aim is to establish each project as a leading example of regenerative tourism in the region; a model deeply connected to community and place.



As per the **methodological approach**; regenerative storytelling is revealed, not invented. Through a process of deep listening, facilitated discussions, and reflection, a narrative unfolds which can become a powerful tool, creating new opportunities for understanding, collaborating, and creating impact.

Specific Outputs

This phase includes a deliverable called Storytelling report, defined as a **“comprehensive storytelling campaign package”**. It compiles, in one deliverable:

- Compelling narratives for the experiences
- Digital and traditional marketing materials
- Media and influencer engagement plans
- Campaign reports
- Feedback mechanisms
- Drafted in English, reader-friendly.

This would be an **official deliverable explicitly linked to the storytelling phase** in WP2.

Participants

Participants include the core team that has been developing the experiences as well as, when it feels relevant: local stakeholders and institutional allies, narrative and communication professionals, and regenerative tourism networks and media platforms.

Facilitation

The person facilitating will understand the overall process that the local teams have been working on. The facilitator will have a good understanding of communication and dissemination.

Sessions Flow

This stage includes 4 Workshops that can be adapted according to the facilitator's understanding of the local context and participants.

Concrete Outputs

An **expected deliverable for this stage** is a comprehensive promotional campaign package for each Regenerative Tourism Experience (reader-friendly, in English) that **includes**: compelling narratives, digital & traditional marketing materials, media/influencer engagement plans, campaign reports, and feedback mechanisms.

Possible inclusions: a full regenerative narrative (with long and short versions), a messaging framework tailored for dialogue with institutions and funders, a concise communication fact sheet, a digital brochure (PDF), a set of 5–10 high-quality photographs, and (optionally) a short video.



Workshop 1: Narrative Emergence Lab

Objective: Reveal and co-create the core regenerative narrative of each experience

Expected outputs: full explanation/narrative (400–600 words), short version, and key messaging framework and shared vocabulary for communication and stakeholder dialogue

Theory: no new theory is introduced.

Duration: 1-3 hours

Suggested Structure:

- Narrative facilitation session per experience
- Articulation of the 3 narrative layers: (a) Essence (why this exists); Context (what it responds to); and (c) Invitation (what it activates in others)

Workshop 2: Communication Materials Production

Objective: Translate the narrative into coherent communication materials/components.

Expected outputs: communication materials produced.

Theory: no new theory is introduced.

Duration: 1-2 hours

Suggested Structure: write short formats for website, social media, and press; produce photography sets (5–10 images per experience); optionally create a short video (1–2 minutes); and design a visual identity pack with a digital brochure.

Here is important to follow the regenerative tourism mindset of no slogans or persuasion and to be fully authentic, use rooted symbolism, and respect for place. The communication should be adapted for different audiences (local, policy, tourism, media).



Workshop 3: Validation and Territorial Alignment

Objective: To ensure the communication materials are authentic, truly connect with people, and are developed collaboratively with the local team.

Expected Outputs: Finalized communication dossier, ready for dissemination and institutional use.

Theory: no new theory is introduced.

Duration: 1-2 hours

Suggested Structure: run a validation session with the local team and local stakeholders to test the value proposition, storyline, visuals, and feasibility (e.g., logistics, seasonality, carrying capacity, inclusivity), capturing insights through facilitated discussion and quick pulse surveys; then refine based on qualitative feedback by clarifying the core promise, tightening key messages, adjusting itineraries and pricing, enhancing accessibility and environmental safeguards, updating images and copy, and finalising a “v1.0” package ready for promotion and pilot deployment.

Workshop 4: Dissemination and Strategic Positioning

Objective: Position the experiences as referents in regenerative tourism and activate key ecosystems.

Expected Outputs: Strategic public presence of each experience and initiated conversations with potential supporters, networks, and funders

Theory: no new theory is introduced

Duration: 1-2 hours

Suggested Structure: Publish the experience on project platforms and across local/regional networks to fuel early traction; conduct targeted media outreach to sectoral, cultural, and policy-oriented outlets with tailored pitches and press kits; integrate the offer into regenerative tourism directories, EU initiatives, and innovation observatories to boost credibility and discoverability; and, optionally, co-create a launch event or public narrative ritual with community partners to celebrate the place, showcase promoters, and generate authentic earned media and word-of-mouth.



RTJ Tool Implementation After Stage 4

At the end of this stage, the RTJ Tool will be applied again to assess how the training and initial activation have shifted perceptions, deepened awareness, and strengthened the collective capacity to engage in regenerative tourism. Stage 5 of this document provides a clear definition of the application of the RTJ Tool.

Peer Review after Stage 4

At this point, the Peer Review process begins to exchange knowledge, validate experiences, and foster collective learning. See Stage 6 for a detailed description.

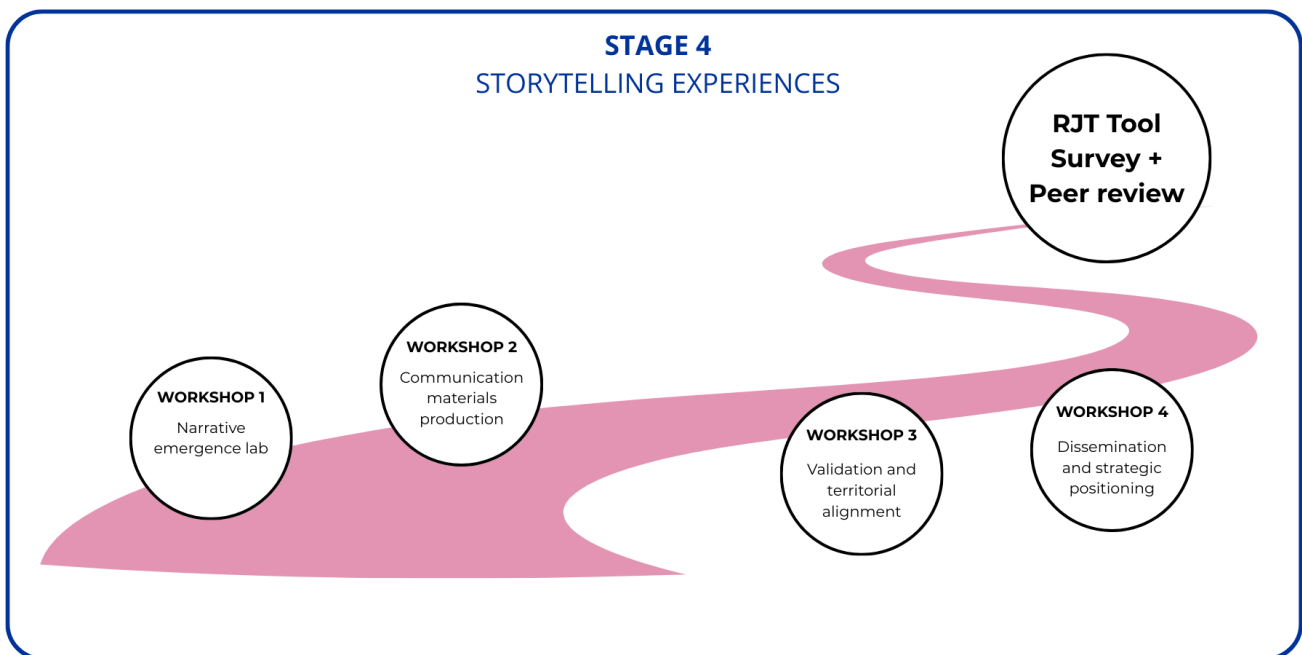


Figure 12: Summary of Stage 4 (Storytelling Experiences)

Source: Own



Stage 5 - RTJ Tool Implementation – Regenerative Impact Self-Evaluation

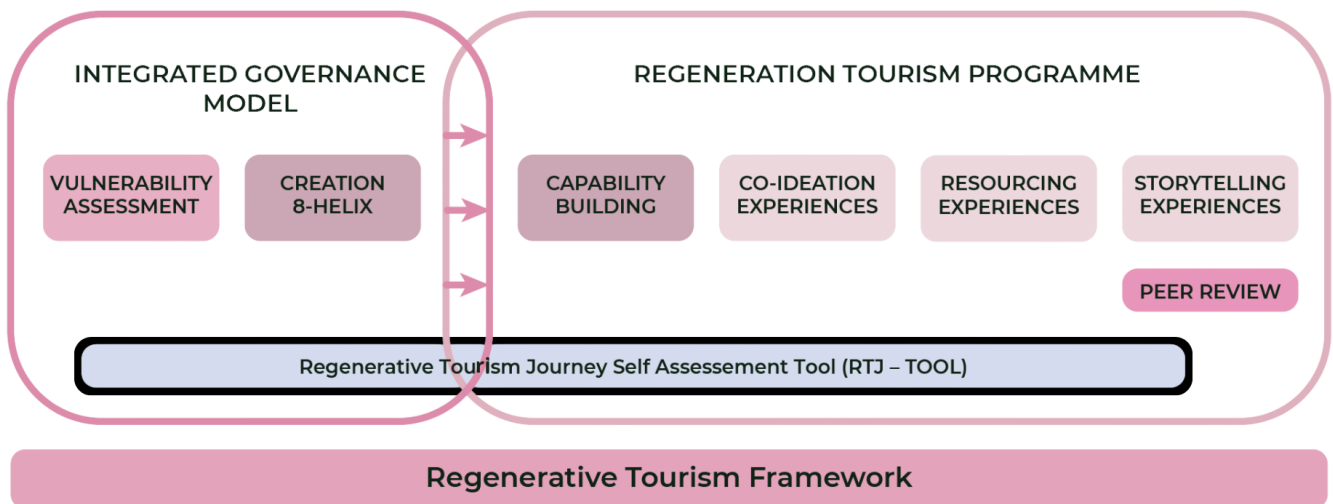


Figure 13: STAGE 5 RTJ TOOL. The figure points out the role of the RTJ tool throughout the implementation of the Regeneration Tourism Programme so that readers can see where it is located in the overall Regeneration Tourism Programme

Source: Own

The RTJ Tool is an online self-assessment survey that takes around 15 to 30 minutes to be completed individually by stakeholders. During the project, the RTJ tool will be used together with facilitation sessions to gather collective reflection.

The RTJ Tool Implementation stage functions as a transversal evaluative framework, connecting all stages of the Regeneration Tourism Programme. It ensures that each territory and its stakeholders develop a realistic understanding of their starting point, track their evolution, and prepare to enter subsequent stages with clarity, coherence, and readiness.

The general purpose of this stage is to establish and track the regenerative maturity of each territory throughout the Regeneration Tourism Programme. The RTJ Tool creates a shared baseline and allows participants to recognise their evolution over time. It shows where regenerative practices are already emerging and what still needs to be nurtured, re-aligned, or strengthened. The tool will be applied at four key moments:

- During of just after the Vulnerability Assessment
- After Stage 1 (Capacity Building)
- After Stage 2 (Ideation Experiences)
- After Stage 3 (Concretion Experiences)



Expected outputs include a concise report that synthesizes the evaluation guided by the RTJ Tool—covering both the territorial (destination/DMO) and experience levels. It compiles RTJ Tool results and other evidence to identify strengths, gaps, and trends, and it serves as the factual base for each pilot’s local recommendations.

Participants

The process involves the Critical Yeast groups, local 8-Helix stakeholders, and additional actors relevant to each territory—essentially the same participants engaged throughout the Regenerative Tourism Programme activities.

Facilitation

The survey is self-administered, but a facilitator is needed to orient participants on how to use the tool, provide technical and interpretive support as required, monitor the process to ensure continuity across stages, and synthesise insights into a global overview of the territory’s evolution.

Sessions Flow

During the Regenerative Tourism Programme, there will be around 4 times (capability building; co-ideation, resourcing and storytelling) where the same dynamic will be done in a similar way: Each stakeholder begins with an individual self-assessment, completing the RTJ Tool survey online in about 15–30 minutes. The survey explores how participants evolve in their regenerative mindset and practices. The purpose is to build a shared understanding of how the territory (destination) is evolving, and how people’s actions and mindsets contribute to that journey. It examines the quality of relationships, levels of awareness, and the vitality of the living system of which each respondent is a part of.

Once submitted, results are instantly rendered as clear, intuitive visuals; a radar, so participants can see immediately which dimensions are strong and which are emerging.

The group then convenes for collective reflection. A facilitator guides a dialogue to help participants interpret the patterns, surface strengths to build on, and name the tensions or blind spots that may be limiting regenerative impact. The purpose here isn’t to “score” people, but to co-create shared understanding and align on practical next steps that make sense for the territory.

By repeating the RTJ self-assessment at key milestones, stakeholders can compare iterations and map their own evolution over time. This comparative view informs the design of new actions, the consolidation of what already works, and the way initiatives are communicated to partners, institutions and visitors—turning the evaluation into a living compass for regenerative tourism development.



Stage 6 – Peer Review

From territorial insight to collective intelligence

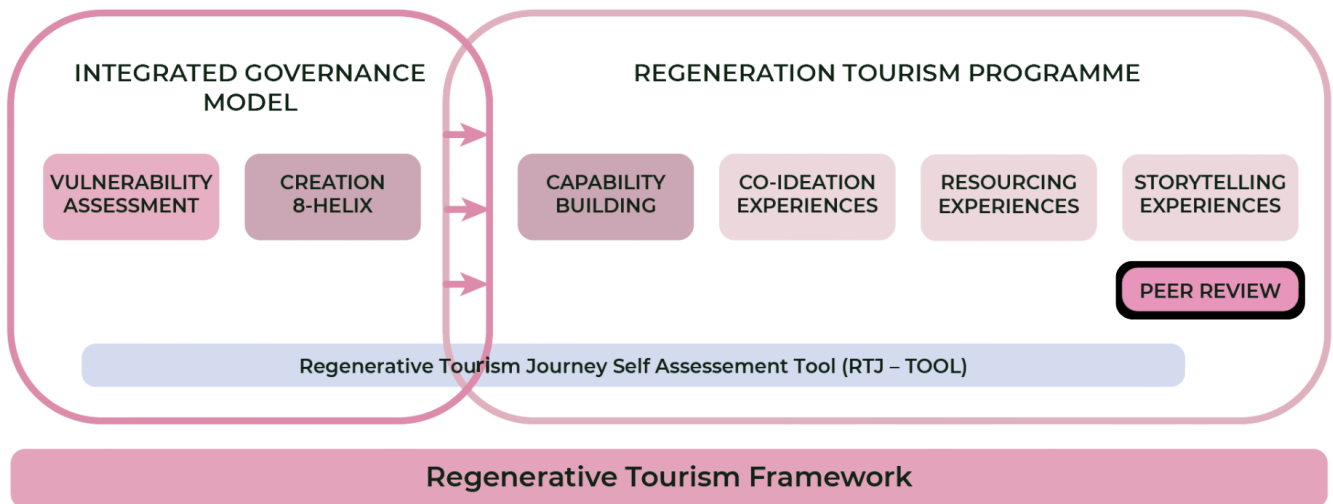


Figure 14: STAGE 6. Peer Review. The figure points out the peer review sessions within the Regeneration Tourism Programme stages so that readers can see where is located in the overall Regeneration Tourism Programme.

Source: Own

This final stage transitions the Regeneration Tourism Programme from internal development to shared, regional learning. The peer review is the key mechanism for this shift. Through site visits and systematizing local journeys, this phase creates a shared record of what was learned and what is possible. It connects local projects to a regional scale, allowing different places to learn from each other.

The peer review also strengthens the work of Stage 4 by helping teams articulate their journey and refine their story based on real experience and peer feedback. It consolidates the learning from all previous stages:

- Stage 1: The confidence and skills from the initial training.
- Stage 2: The project ideas that emerged from each place.
- Stage 3: The growth achieved through mentoring.
- Stage 4: The authentic stories used for communication. In essence, the peer review is where all the separate pieces of the program come together to create a greater whole.



- A final **deliverable** will be produced, summarizing the collaborative learning. It will include:
- A summary of learnings from each pilot territory (flexible format).
- Documentation (narrative and visual) of the site visits and peer sessions. A synthesis of peer feedback, key insights, and common patterns. Inputs for a future blueprint, covering learning pathways and evaluation methods. The main outcome is that teams gain a fresh perspective on their own work by seeing it through others' eyes, building a lasting learning community across the regions. Participants

Local 8-helix group and stakeholders invited to the peer review sessions from the area and other 8-helix group stakeholders from another region to exchange ideas.

Facilitation

This stage is led by the team that has been part of the Regenerative Tourism Programme with the support of a technical team.

Sessions Flow

There are two key phases, one more related to the preparation of the visit and another one to the peer review visit itself.

Systematization of Local Results

Each pilot's critical yeast in the territory (destination) prepares for the peer review before the site visits. In this regard, it engages in a structured process of reflection and documentation, looking not only at what was produced but at how transformation unfolded. This is a moment to pause and ask:

- What has changed, both in us and in our context?
- What worked — and why? What hasn't worked – and why?
- What principles emerged from experience, not theory?

The systematization process captures both visible outcomes and invisible breakthroughs: the tensions that were resolved, the relationships that shifted, the assumptions that were let go.

At least one facilitated debriefing session will take place where teams and facilitators generate a narrative synthesis of the local journey, which could include: (a) milestones across stage 1 to stage 5; (b) key patterns and moments of transformation; (c) challenges encountered and lessons learned; (d) emerging principles of regenerative development; (e) quotes, metaphors, **visual maps** or soundbites that embody the experience.



Site Visits and Peer Review

This stage facilitates a direct and honest exchange between territories. The focus is not on tours or polished presentations, but on opening up the real, ongoing work for mutual learning. In this process, every territory both shares its own journey and learns from others. The peer review acts as a collaborative space where:

- Local teams present their projects on site as works-in-progress, highlighting their challenges and learning process. Visiting peers engage with the local context, understanding the tensions and breakthroughs behind the experience.
- Feedback is structured through constructive methods like appreciative inquiry and guided group reflection. Regional differences are valued, allowing diverse local conditions to inform and enrich a broader understanding. Each visit is carefully designed to ensure a productive, respectful, and in-depth dialogue, facilitated by experts in regenerative practice and cross-cultural communication. Key outcomes:
- Each territory has clearly articulated its unique learning journey and identified the key factors for its long-term success.
- Local (promoter) teams have gained valuable, practical feedback from peers who share similar challenges. A shared, practical understanding of regenerative tourism begins to emerge, rooted in real-work experience.
- A body of collective insight is created, providing concrete material for storytelling (Stage 4), evaluation, and future scaling efforts.



Annexes

At this point we want to give continuity to the addition of frameworks that accompany the acquisition of new concepts based on regenerative frameworks. We will try not to overlap with the Governance document or the previous annexes and that they accompany the participants on the path of complexity in a pleasant and feasible way.

Annex 1. The Regenerative Spiral: a Framework for Evolutionary Perception

Understanding the Regenerative Spiral (Bill Reed)

The Regenerative Spiral, originally developed by Bill Reed (Regenes Group), is not a linear model of stages or a checklist of actions. It is a developmental framework that maps the evolution of human perception and intentionality in relation to place, community, and life. Rather than prescribing what to do, it supports a shift in how we see, understand, and engage with living systems.

At its core, the Spiral invites practitioners, institutions, and communities to move beyond problem-solving toward the conscious evolution of our role in the ongoing vitality of life.

Six Levels of Engagement

Reed's spiral describes a nested progression (each level includes and transcends the previous one), moving from fragmented efficiency to conscious participation in living systems. The inflection point is the shift from "reducing harm" to increasing the health of ecological and human systems through a place-based (Story of Place) and whole/living systems approach. The Regeneration Tourism Programme situates itself in this logic: not "more sustainable" but more alive.

High-Performance / Efficiency (limiting damage)

At the first level of the spiral, the focus is on efficiency. Here the aim is to optimize parts: materials, energy, water, operations, to reduce impacts without ever questioning or transforming the system itself. It reflects a machine-world mindset, where the whole is seen as the sum of its parts and progress is measured through technical indicators such as kilowatt-hours saved, cubic meters of water reduced, or tonnes of CO₂ avoided. What really changes at this stage is simply resource use. The deeper dimensions: the purpose of the activity, the relationships it creates, the patterns of life in a place, remain untouched.



The risk is to confuse this with genuine transformation, falling into the trap of “green tape”: reducing sustainability to a checklist, where compliance replaces meaning. Within the Regeneration Tourism Programme, this level is acknowledged as a necessary starting point. Efficiency provides the hygiene that allows systems to function more responsibly, but it is never the destination. True regeneration begins only once we move beyond optimization and into ways of working that make places themselves more alive.

Green Design (continuous improvement toward “do no harm”)

At the second level, the spiral moves from pure efficiency to a broader environmental intention. Here the focus is on adopting green criteria, best practices and commitments, giving the sense of improvement beyond resource optimization. The mindset is still largely technocentric, but it is accompanied by a narrative of progress, the belief that by applying standards and certifications we are heading in the right direction.

What really changes is the translation of good intentions into protocols and procedures. The *how* improves, yet the *why* remains shallow, rarely questioning the deeper role of humans in relation to place. The risk is that this becomes brand-first sustainability: an eco-identity that is often more cosmetic than substantive, fragile and vulnerable to trends.

Within the Regeneration Tourism Programme, this level can be useful for creating common language among diverse actors and lowering the barriers to collaboration. But it must avoid slipping into slogans or surface branding. Its value lies in opening the door to deeper work, guiding participants beyond appearances and back towards purpose and place as the true ground for regeneration.

Sustainable Design (maintaining health conditions)

At the third level, the spiral takes the step into sustainability. The ambition here is to sustain the capacity of systems to remain healthy over time, moving beyond technical optimization or green practices. The mental model shifts from “doing things better” to “doing better things,” introducing the idea of thresholds and balances: biophysical limits that must not be crossed if life is to continue thriving.

What changes is the scope of attention. Instead of isolated measures, we begin to consider life cycles, systemic risks, and longer-term impacts. Yet even here, the fundamental relationship between humans, place, and economy often remains untouched. The work may protect conditions, but it does not yet redefine our role within the living fabric of place.

The risk is getting stuck in an “impact-only frame”, where the goal is simply not to make things worse, a defensive stance, rather than a generative one. Within the Regeneration Tourism Programme, this level is important to anchor integrity, setting clear thresholds for flows and limits as conditions of



design. But its deeper value is to prepare the ground for the next leap: moving from maintaining systems to living in relationship with them.

Restorative Design (recovering capacities)

At the fourth level, the spiral turns toward restoration. Here design seeks to revive the self-organising capacity of local systems, soils that can once again hold water and fertility, rivers that can flow clean, habitats that regenerate biodiversity, cultural practices that renew memory and meaning. The mental model recognizes that degradation has occurred, and shifts attention from repairing states to restoring functions, so that life processes can resume their own vitality.

What changes most is the role of intervention. Instead of only limiting damage, actions are directed at re-activating cycles and relationships: water flows, soil fertility, social bonds, rituals of belonging. Yet there is a risk of stopping at one-off projects, restoring a single site or practice, without weaving them back into the broader patterns of place.

For the Regeneration Tourism Programme, restoration should be seen as a threshold step. The task is to identify leverage points where relatively small actions can set larger regenerative dynamics in motion, reviving soils through agroecology, re-ritualising cultural spaces, reconnecting communities to water cycles. Conceptually, this is the passage from merely “doing no harm” to actively “doing good.”

Reconciliation Design (one integrated human–nature system)

At the fifth level, the spiral reaches reconciliation. Here, design recognizes that humans and nature are one system, dissolving the old dichotomy of “environment” versus “user.” The mindset shifts to inter-being what we call “outside” is also “inside.” Our identity is no longer separate; the place shapes us even as we shape it.

What truly changes are the purpose. The goal is no longer to protect nature from human impact, but to take responsibility for life with and through place. This is a move toward co-responsibility and reciprocity, where human and ecological well-being are understood as inseparable. The risk lies in folklorism, mistaking reconciliation for the simple aestheticization of the “local,” while leaving deeper structures untouched: questions of ownership, access, power, and governance. Without transformation at this level, reconciliation can become a decorative gesture rather than a systemic shift.

Within the Regeneration Tourism Programme, reconciliation means redefining the role of the visitor as a co-actor in the life of the place. It also means translating conflicts, pressures of overuse, seasonality, or inequality, into design questions about alignment with place-based patterns.



Conceptually, this is the stage where an ecosystem of governance is born: the helices beginning to function as a living metabolism, holding tensions and guiding them toward vitality.

Regenerative Design (co-evolution and living learning)

At the sixth level, the spiral culminates in regeneration. Here design no longer seeks only to restore what was lost, but to engage the ongoing evolution of the whole system, humans, other living beings, geology, hydrology, economies, culture, always from the perspective of a specific place. The Story of Place becomes the vessel that links local aspirations with ecological and cultural patterns, translating them into guidelines that grow vitality over time.

The mental model shifts fully into that of living systems: the system is not a machine to be optimized but a web of relationships and continuous learning. Territories and organizations are understood as learning organisms, capable of transforming themselves as they transform the surrounding conditions.

What changes here is the framework of action itself. A core group, the critical yeast, holds the deeper purpose, keeps feedback alive, and fosters reflection, ensuring that the system evolves by learning through practice. Decisions are no longer judged by short-term return on investment or simple impact reduction, but by their contribution to the vitality and generative capacity of the place.

The risk at this stage is to dilute the word “regenerative” into a bundle of best practices or a branding exercise, losing sight of its evolutionary purpose and the discipline of feedback that sustains it. Regeneration is not a label, but an ongoing commitment to co-evolve with place.

Implication for Regeneration

The regenerative spiral provides not a checklist of practices, but a **framework of becoming**. For the programme, this means:

- **Story of Place as compass:** decisions, narratives and designs are guided by the essence and patterns of place, ensuring storytelling is not marketing but meaning making.
- **Governance as metabolism:** the helices act as a living system, translating tensions into intelligence, inviting consent, and building legitimacy.
- **Evaluation as evolution:** indicators are used as feedback loops, helping people and places learn, adapt and increase their capacity to self-organise.
- **Purpose as vitality:** the measure of success is not outputs or impacts alone, but the growth of a place’s generative capacity — ecological, cultural, social and economic.



In this sense, the spiral is not a tourism model but a way of transformation itself: an ongoing practice where communities and visitors co-evolve with place, deepening their capacity to care for and be cared for by the living systems they belong to.

Annex 2. Nested Systems: Seeing and Acting through Living Relationships

From parts to wholes

Conventional thinking tends to treat systems as separate compartments, economy, environment, culture, governance. This fragmentation produces partial solutions that fix one problem while creating another. The Regenera Group proposes a different view: reality is a constellation of nested systems, each contained within and interdependent with larger systems.

A village is nested within a region, a region within a watershed, the watershed within a biome. At the same time, each level holds social, cultural, and economic systems that also unfold at broader scales. To read the world as nested systems is to recognize that local actions ripple into wider systems, and that the vitality of those wider systems shapes the health of the local.

A shift in mindset

Unlike a worldview of “parts and pieces,” nested systems invite different questions:

- Which larger system holds this place? (the watershed, the bioregion, the wider cultural fabric).
- What does this larger system need that this place is uniquely positioned to contribute?
- How can the local system draw vitality from the larger whole?

This shift moves practice from extraction to reciprocity. The goal is no longer only to keep a place alive for itself, but to enable it to play its role in the larger life it belongs to.

Connection with the Regenerative Spiral

The spiral and nested systems are two sides of the same regenerative lens.

- The spiral describes the *depth of practice*, moving from efficiency to regeneration, expanding from “less harm” to evolutionary partnership with place.
- The nested systems describe the *breadth of context*, reminding us that each step in the spiral must be aligned with the systems that contain the place.



Together they prevent distortion: without the spiral, work risks staying superficial; without nested systems, it risks becoming localist or self-referential. Regenerative tourism emerges when depth of practice (spiral) meets breadth of context (nested systems).

Implications for the Regeneration Tourism Programme

For the Regeneration Tourism Programme, this means:

- **Contextual reading:** every regenerative tourism initiative is understood not as an isolated project, but as an expression of the wider systems that hold it (watershed, region, bioregion).
- **Expanded purpose:** projects are valuable not only for local benefits, but for what they contribute to the vitality of the larger systems (e.g. a river-based experience adds to the health of the entire watershed).
- **Situated governance:** the helices operate locally, but always with awareness of belonging to a nested web of responsibility and interdependence.
- **Cascading learning:** insights from one place travel up through the nested structure into the Mediterranean Blueprint and return as shared principles and inspiration.

Transformative value

Nested systems remind us that regeneration is never only local, it is always bioregional and trans-scalar. A regenerative tourism experience matters not just because it improves conditions in its immediate setting, but because it strengthens the living relationships that link that place to the larger wholes it belongs to.

In this way, the Regeneration Tourism Programme is not simply a collection of pilot projects. It is a network of entry points into a much larger process: restoring the capacity of Mediterranean communities to act in coherence with the nested systems they are part of, and to make tourism a practice of co-evolving with life.

Annex 3. The Inner Triad: Cultivating the Source of Regenerative Agency

A framework for inner development

Regeneration is not only a matter of external systems and collective processes. It also requires cultivating an inner capacity that enables people to act with clarity, resilience, and responsibility in complex living systems. Carol Sanford calls this the Inner Triad, a framework for developing the



Source of Agency. The triad rests on three interdependent capacities: Inner Locus of Control, External Considering, and Source of Agency.

Inner Locus of Control

At one corner of the triad lies the practice of Inner Locus of Control. It is the ability to act from an inner compass rather than being driven by external rewards, recognition or pressures. In regenerative work, this means moving away from compliance or branding as motivators, and into a deeper alignment with purpose and essence of place.

Within the Regeneration Tourism Programme, nurturing an inner locus of control allows actors to stay grounded in the Story of Place even when facing uncertainty, conflict or trend-driven pressures. It anchors action in integrity and coherence, rather than in the search for approval.

External Considering

A second corner is External Considering — the practice of taking into account the reality, needs and aspirations of others, without losing one's own centre. It is not adaptation or appeasement, but a conscious recognition of interdependence.

In the context of regenerative tourism, external considering prevents the risk of insularity. It encourages participants to read the place through the eyes of multiple helices, communities, ecosystems, institutions, and to translate these diverse perspectives into design that honours the whole system.

Source of Agency

The third corner is the Source of Agency, the synthesis of inner grounding and outer attentiveness. It is the capacity to act as an originator of transformation, rather than as a reactor or a follower. Agency emerges when individuals and groups align their inner integrity with external realities, and step forward to initiate change that is coherent with the life of the whole. For the Regeneration Tourism Programme, this is the generative force that moves projects from ideas to living practices. It is what enables local actors not just to participate in regenerative tourism, but to lead it as co-creators of evolving systems.

The Triad as practice

The Inner Triad is not a set of personal traits, but a discipline of practice. Each element balances the others:

- Without Inner Locus of Control, agency collapses into external approval.
- Without External Considering, agency turns into isolation or imposition.
- Without Source of Agency, efforts remain reactive rather than generative.



When cultivated together, the triad becomes a living source of regenerative leadership.

Implications for the Regeneration Tourism Programme

For the Regeneration process, the Inner Triad serves as a mirror of the Spiral and the Nested Systems: if those frameworks orient *what* we do in relation to place, the Triad shapes *how* we show up as people within it. It ensures that regeneration is not only designed but embodied, that actors in each pilot territory can act from a centre that is both deeply personal and fully interdependent. In this way, the Inner Triad strengthens the programme’s ability to grow not just tourism experiences, but the human capacities needed to hold them as evolving contributions to the vitality of Mediterranean places.

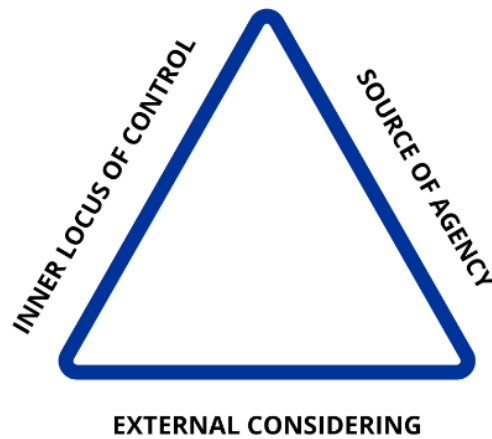


Figure 15: The Triad. The image a triangle diagram with three labeled sides: “Inner locus of control” on the left edge, “Source of agency” on the right edge, and “External Considering” along the bottom edge, representing three related concepts in a triangular relationship.

Source: Own

Annex 4. The Regenerative Tetrad: Orienting Transformation

Why a tetrad?

In regenerative practice, clarity and coherence are as essential as creativity. Projects often fail not because people lack ideas or resources, but because their efforts become fragmented: goals disconnected from context, instruments chosen without clarity of purpose, or actions reduced to a series of tasks with no guiding principle.

The Tetrad, developed within the lineage of the Regenesi Group, is a framework that helps avoid this fragmentation. It proposes that any regenerative initiative must hold four distinct functions



simultaneously. These are not steps in a plan, but dimensions of attention that together weave a project into coherence: Ground, Goal, Direction and Instrument.

The four functions explained

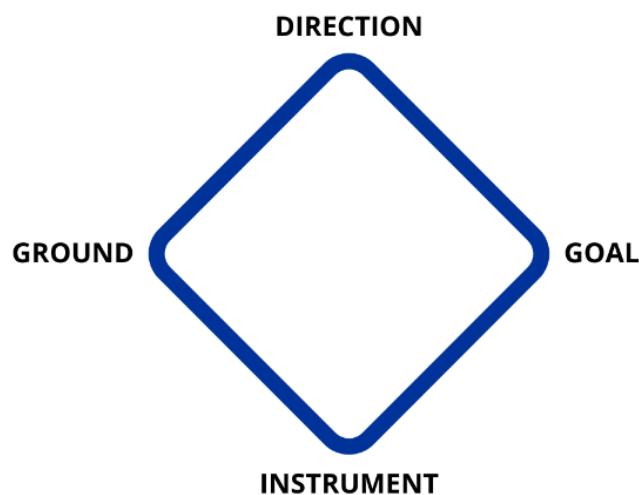


Figure 16 : Functions of the Tetrads. A diamond-shaped framework with four labeled points: Direction (top), Goal (right), Instrument (bottom), and Ground (left), representing four interconnected elements in a conceptual model.

Source: Own

- **Ground**
Ground is the *essence and reality* of a place. It names the living character, ecological limits, cultural traditions and historical trajectories that must be acknowledged before anything else. Without Ground, projects drift into abstraction or imitation. Ground asks us: *What is here, uniquely, that must be accounted for?*
- **Goal**
In the Tetrads, Goal is not a fixed target or deliverable. It is the *future capability* that needs to grow, the ability of the system to maintain and increase vitality over time. Regenerative goals are about capacity-building, not product delivery. They ask: *What must become possible here if this place is to thrive?*
- **Direction**
Direction is the *principled trajectory* that connects Ground and Goal. It is less about mapping steps than about clarifying the evolutionary path: the guiding orientation that ensures each choice strengthens coherence. Direction is about maintaining fidelity to the vocation of place. It asks: *Along which principles will change unfold here?*



- **Instrument**

Instrument is the *means* of action: roles, practices, tools, agreements. Importantly, instruments come last. They are chosen only once Ground, Goal, and Direction are clear, so that the means express and reinforce the deeper logic of the work. Otherwise, technique drives purpose, and regeneration reduces to a toolkit.

Together, the Tetrad prevents the common traps of sustainability projects: instrument without ground (technocratic fixes), goal without ground (utopian ideals), or direction without instrument (beautiful intentions with no enactment).

The regenerative translation

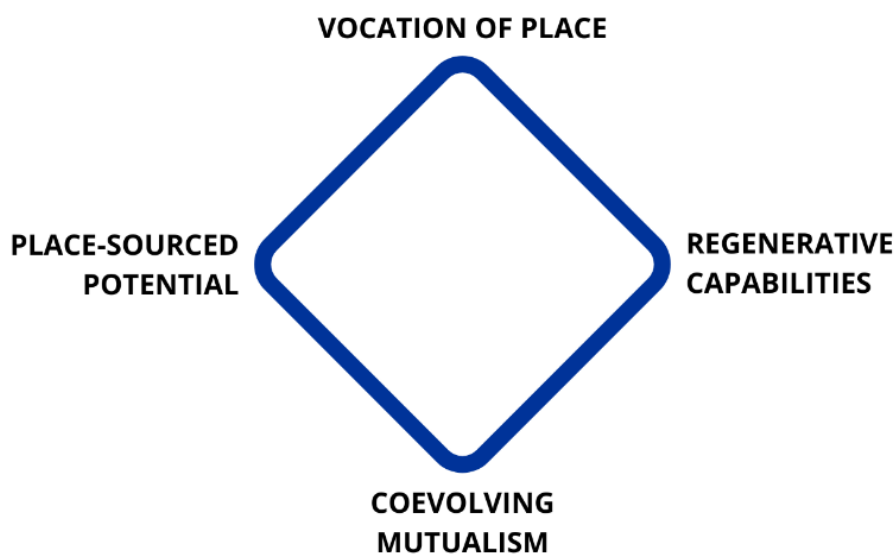


Figure 17–The regenerative translation. A diamond-shaped framework with four interconnected elements: Vocation of place (top), Regenerative Capabilities (right), Coevolving mutualism (bottom), and Place-sourced potential (left), representing a regenerative place-based model.

Source: Own



In regenerative practice, these four functions are re-articulated with language that keeps place and life at the centre:

- **Ground- Place-sourced Potential**
What is latent and waiting to emerge uniquely from this place, discovered through a deep reading of its patterns and essence.
- **Goal- Regenerative Capability**
Not just a state to be reached, but the evolving capacity of people, institutions and ecosystems to continuously increase vitality.
- **Direction- Vocation of Place**
The particular role this place can play in service of the larger nested systems to which it belongs, its contribution to the wider web of life.
- **Instrument- Co-evolving Mutualism**
The means, practices and agreements that enable humans, communities, and ecosystems to evolve together, in reciprocity and mutual support.

This translation shifts the Tetrad from a framework of planning to a discipline of participation with living systems. It is no longer about managing change but about joining the evolution of life itself.

Connection to the Spiral

The Spiral of Regeneration describes how practice can deepen, from efficiency to sustainability, through restoration and reconciliation, toward regeneration. It traces the stages of maturity in our relationship with place. Yet the spiral alone does not explain how that movement can remain coherent and avoid drifting into abstraction.

This is where the Tetrad becomes essential. It offers a way of holding any stage of the spiral in alignment with the essence of place, the capacities that must be cultivated, the trajectory that gives meaning, and the means that allow mutual evolution. Without such a compass, efficiency risks becoming technocratic, sustainability risks freezing into thresholds, restoration risks fragmenting into isolated projects, and even regeneration risks being reduced to branding.

When read together, the spiral and the tetrad show both the *arc of development* and the *discipline of coherence*. The spiral maps the journey of depth, while the tetrad ensures that at every turn the work remains rooted in place, purposeful in its aim, and alive to the possibility of continuous evolution.



Connection to Nested Systems

Nested systems remind us that every place belongs to a larger whole: watershed, region, bioregion, culture. The Tetrad makes this relationship actionable.

- **Place-sourced potential** is only visible when we situate a place within the systems that hold it.
- **Regenerative capability** is measured not only by local health, but by the contribution the place makes to wider wholes.
- **Vocation of place** is defined by the needs of the larger systems it belongs to.
- **Co-evolving mutualism** becomes the way these systems evolve together, exchanging vitality rather than competing for resources.

The Tetrad thus prevents localism and ensures that regeneration is always bioregional and trans-scalar.

Connection to the Inner Triad

The Tetrad and the Inner Triad work as a single field of practice: one holds the outer coherence of the work; the other sustains the inner quality of how people show up within it. When they are held together, intention and attention become reciprocal, clarity of context and purpose invites mature presence, and mature presence, in turn, keeps context and purpose from slipping into procedure or branding. The result is a living feedback loop: orientation shapes behaviour; behaviour refines orientation.

In the Regeneration Tourism Programme, this pairing prevents two common failures. Without the Triad, the best-framed initiatives drift toward compliance or technocratic fixes because no one is inwardly positioned to carry them. Without the Tetrad, even committed people default to private virtue or ad-hoc action, unmoored from place and long-term purpose. Held together, the programme's governance and design choices remain faithful to the Story of Place while participants develop the steadiness and discernment to enact them.

Practically, the relationship shows up as fit and flow: fit, because the outer framing continuously invites actions that belong to the place; flow, because inner steadiness and consideration keep the work adaptive, conversational and capable of learning. That is what makes the work both coherent on the outside and unmistakably alive on the inside.



Implications for the Regeneration Tourism Programme

For the Regeneration Tourism Programme, the Tetrad offers a discipline of coherence across all pilot initiatives:

- It ensures projects begin with reading the potential of place, rather than copying external models.
- It shifts objectives from outputs to capability-building, enabling long-term evolution.
- It anchors actions in the vocation of place, aligning tourism with the needs of wider systems (watersheds, bioregions, cultures).
- It frames instruments as mutualistic practices, where tourism becomes a means for people and ecosystems to evolve together.

In this sense, the Tetrad safeguards the programme from superficiality. It makes visible the deeper order: regeneration as a practice of aligning purpose, place, and participation.

Closing synthesis

- **Spiral:** shows the depth of practice.
- **Nested Systems:** shows the breadth of context.
- **Inner Triad:** develops the source of agency.
- **Tetrad:** combines these into a coherent frame for design and action.

Together, they show that regeneration is not a set of tools but a way of working with place: recognizing potential, building capability, clarifying the vocation of place, and fostering co-evolving mutualism. This is the foundation of the Regeneration Tourism Programme and the guide for its next steps.



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