

Shaping climate-smart tourism business

WEBINAR

Tuesday 9th of September 2025

14:00 - 16:00 (EEST)

Online - free of charge



Climate change is already reshaping the seasons, weather and visitor expectations. What does this mean for your destination and tourism business and how can you turn it into an opportunity?

This webinar is for tourism businesses and other tourism stakeholders who want to understand what's changing, why it matters, and how to respond. You'll hear research-based facts and inspiring examples. You'll get a first look at how the Climate Neutral Destinations project can support tourism business in adapting to a changing environment.

This is an invitation to consider what is truly meaningful and what we can build together. Change doesn't come only from lists of measures – it comes from the people working together. We need each other, and the courage to ask: what can we achieve through our work? We offer the opportunity to be part of a shared change. This webinar is for everyone who wants to help preserve both the joy of travel and our unique destinations for the future. Change is made together.

[Register here](#)

The webinar is part of the EU-funded Interreg Baltic Sea Region project 'Climate Neutral Destinations'

Interreg
Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES

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AGENDA

14:00

Welcome to the webinar!

14:05

Climate change is reshaping European tourism demand – what does it mean for your region?
Nicoleta Anca Matei, Climate change specialist & Ph.D. in Economics and Finance

14:30

Keynote: Breaking barriers to climate action in tourism
Jeremy Smith, Tourism and Climate Action writer and strategist

15:00

Case West Sweden: Climate smart holidays
Fredrik Lindén, CEO & Marie Linde, deputy CEO of the West Sweden Tourist board

15:20

Company Case - Building a tourism business on climate-smart values
David Naraine, owner of Swedish Country Living®

15:35

Towards climate-smart tourism through Baltic Sea region cooperation
Annika Koskenkorva, Project Manager at Visit Tampere

15:50

Conclusions & how to get involved

16:00

End of the webinar

[Read
more!](#)

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