

GOOD PRACTICES IN



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Wellbeing tourism

Innovative and conscious
entrepreneurship development
in accommodation, gastronomy,
products, services & places.

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Title

Good Practices in Wellbeing Tourism
*Innovative and conscious entrepreneurship development
in accommodation, gastronomy, products, services, & places*

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PREFACE BY DR. LALI LINDELL

To meet the challenges of our lifetime there is a need for increased ‘smart’ sharing and co-creation between different actors. It is essential, now more than ever, to unite our creative genius, skills and experiences for empowerment, innovation, and mutual progress as opposed to applying entity-centred competition that history showed is leading us to a path of unsustainability and deterioration of health and the natural environment. The fundamental idea of the concept of wellbeing tourism, that this report is based upon, is the need to pay attention to environmental, social and economic sustainability, as well as going beyond that, and aim at reaching a society and a tourism industry that is also supportive of maintaining and enhancing health and life quality of individual people and the community as such. First then can we reach a prosperous and vibrant society with the capacity to approach the full potential of humanity. We call this integrated concept of sustainability, health, and life quality - encompassing the physical, mental, and spiritual dimensions of human health -, wellbeing (Lindell et. al, 2021). The concept forms a set of values that are shared among many tourism businesses across the South Baltic region and beyond.

The content of this report is created within the framework of the project ‘Wellbeing Tourism in the South Baltic Region – Guidelines for Good Practices & Promotion’, SB WELL. This cross-border project was funded by the Interreg South Baltic Programme 2014-2020, with co-funding from project partners. The lead partner is the Linnaeus University, School of Business and Economics, situated in the cities Växjö and Kalmar in South and South-eastern Sweden. Collaborating regions are Pomorskie in Poland, Klaipeda and the Lithuanian coastline, 'Vogelparkregion Recknitztal' in Mecklenburg-Vorpommern, Germany, Kalmar County in Sweden, and the southern part of Sjælland in Denmark. The respective partners are Pomorskie Development Agency Co. and Professor Brunon Synak Pomeranian Research Institute (Poland), the EUCC Baltic Office and Klaipeda State University of Applied Sciences (Lithuania), Tourism Association 'Vogelparkregion Recknitztal' (Germany), Danish Tourism Innovation (Denmark), County Administrative Board of Kalmar and Energy Agency for Southeast Sweden Ltd. (Sweden).

The idea for the project was born in late 2015, followed by a literature review on wellbeing tourism. The study focused on data from Northern Europe, which later formed the basis for the peer-reviewed journal article, Lindell et al., 2021. Data from Central European countries was only partly included due to the limited amount of information in the academic literature on wellbeing tourism in this region. In order to reach a richer view of the concept of wellbeing tourism, in addition to the theoretical knowledge, a qualitative focus research that took the form of in-depth interviews was conducted among small and medium sized (SME) tourism companies in Sweden and Poland (unpublished). The current project was funded in 2018 and is planned to be accomplished by the end of 2022.

Based on the work with the SB WELL project a seed project granted by the European University for Well-being (EUniWell) was born. The wellbeing tourism concept of this report is in harmony with the EUniWell view that ‘well-being includes ‘people, societies and the planet.

The seed project extends the geographical reach of the wellbeing tourism concept to Italy, United Kingdom, and France. Due to this there are a few 'guest' good practices examples from the former two countries featured in the report.

The aim of this report is to show how the concept of wellbeing tourism can be implemented into business practice. There are numerous pioneers in wellbeing and wellbeing tourism scattered around the South Baltic Sea. This report is an attempt to highlight their efforts and to spread their knowledge and experience to other enterprises and actors in tourism as inspiration and support. It is further an exchange of ideas and a source of inspiration between the different cultural areas of this region. How is wellbeing tourism interpreted and practiced in the diverse regions of the South Baltic? How can we benefit from these differences and learn from each other? How are the examples in this report different from the average tourism business practices that you have encountered? Do they have something to offer that you may integrate in your own personal life or in your business? I invite you to read and reflect.

For a harmonious and flourishing future, where we truly can call our whole planet a 'Home of Wellbeing'.

Dr. Lali Lindell

Founder and project leader of SB WELL

PhD Environmental Science & Environmental Psychology



PREFACE BY DR. RAMUNAS POVILANSKAS

The genuine wellbeing resorts aspire to cater for and cherish the essential facets of two triple helixes of our existence: sustainability (environmental, societal and economic facets) and human integrity (body, mind and soul). Keeping this in mind, we may look at the South Baltic Area as a unique wellbeing destination. It offers a respite for those who seek harmony in their lives, the abode from the madness of metro crowds and hope for those who are on their path of saving the world. Indeed, it is quite a lot for such a tiny piece of land on a global scale.

In each South Baltic country, the concept of wellbeing good practices, i.e., the resorts that support harmony and balance of body, mind and soul, and that meet the comprehensive wellbeing criteria developed by the SB WELL project team, have somewhat different meanings. For example, the Lithuanian Baltic Coastal Region as a wellbeing tourism destination means spa procedures based on sustainable applications of amber, the Baltic gold, and medicinal clay. It also relates to pristine seaside beaches, forests and dunes, a calm-season tranquillity of historical coastal spa towns, screaming migrating cranes at sunset over the vast Curonian Lagoon, healing smells and sounds of an old forest and waves of the stormy Baltic Sea.

The network of good-practice wellbeing places comprises a wellbeing tourism theme route. It is a physical section of a territory defined by a collection of tangible and intangible wellbeing elements. An overarching wellbeing concept connects these good-practice wellbeing places and identifies existing wellbeing products, services, facilities, and amenities linked in a dispersed, linear or regional structure, creating a continuous whole within the integral context of the route. Wellbeing value chain clusters, self-guided trails and wellbeing tourism theme routes are the three most common types of integrated wellbeing tourism and leisure itineraries in the South Baltic Area. They rely on the holistic concept that different skills and experiences in the tourism industry must complement each other.

Dr. Ramunas Povilanskas
Vice president of EUCC Coastal and Marine Union
Professor in Tourism



PREFACE BY MARTIN HAGEMANN

Vacations are for most of us a personal highlight of a year. We are longing for and like to remember afterwards these days. Days full of joyful activities, finding new inspirations or just relax, slow down our normal schedules and take a deep breath for recreation. We make use of service providers who make their business with satisfying us as their guest. Tourism is an important economic factor, globally and in each of the countries of the South Baltic Region. It is an industry. While we are talking about reducing negative impacts of industrial agriculture around the globe and noticing an increased awareness for healthy food or discussing loudly the climate changes due to the carbon dioxide emissions and changing habits of our own personal mobility, we are not sufficiently aware yet of the impacts tourism can have on environmental, social and economic sustainability.

Fortunately, there are – as in every sector – first movers also among the tourism businesses. Interestingly, many of them cannot be found in the tourism hotspots but rather in rural areas away from mass tourism. Here the business owners need to offer something special, something better to attract visitors. Often, they live here on purpose at rather remote places, with their beliefs and thus can present their products and services with a high level of authenticity. This makes a difference to guests - a remarkable difference to guests that are getting more and more aware of a new level of quality in experience vacations: to do good while giving oneself a treat. Feeling much more at ease by seeing a positive impact not just on themselves as guests but also on their hosts, can be a totally new experience and can cause a much deeper satisfaction. This is what wellbeing tourism wants to reach.

In this respect all the examples provided in this good practice report are valuable contributions to regional development in the South Baltic Region, both economically and socially. They hopefully provide inspiration for more businesses to focus on sustainability and on values like honesty, kindness and a welcoming attitude. Thus, the report may serve as an initiation for a growth of wellbeing tourism.

Martin Hagemann
Network Coordinator 'Vogelparkregion Recknitztal'



INTRODUCTION

Objective

The objective of this report is to provide an overview of actual, implemented good practices of wellbeing tourism in some of the main tourism sectors - accommodation, gastronomy, services and products - primarily in the South Baltic region (see the wellbeing tourism concept illustrated on pp 18). Further, through these examples of good practices we aim to share ideas and give inspiration to various actors, such as tourism and para-tourism businesses, academia, local and regional authorities, investors etc., with the intent that it will contribute to an increase in wellbeing practices in tourism entrepreneurship, supporting a development towards increased sustainability and prosperity, as well as increased life quality for both visitors and hosts in tourism.

Policy context

The European Union Strategy for the Baltic Sea Region (EUSBSR) is a European Macro-regional Strategy approved by the European Council (in 2009). The Strategy is an agreement between the EU member states and the European Commission to strengthen the cooperation between the countries bordering the Baltic Sea in order to meet common challenges, and to benefit from common opportunities (EUSBSR, 2021). The Strategy is divided into three objectives representing the key challenges of the Baltic Sea Region. Those are: saving the sea, connecting the region and increasing prosperity. Each of these relates to several out of a total of 14 policy areas. This project on wellbeing tourism is primarily developed within the framework of the Policy Area (PA) Tourism that 'aims at reinforcing cohesiveness of the macro-region through tourism' (EUSBSR, 2021). PA Tourism aims at facilitating networking and clustering of tourism stakeholders and at exploring and driving in to action the full potential of the Baltic Sea Region for sustainable tourism.

The implementation of actions that contribute to the objectives of the policy areas is financed at various levels (regional, national, cross-border and transnational) and by different EU funds, the Interreg South Baltic Programme being one of them. This Programme aims at unlocking the potential for 'blue growth' and 'green growth' in the South Baltic, through cross-border cooperation between Danish, German, Lithuanian, Polish and Swedish local and regional actors. 'Blue growth' refers to the economic potential of the Baltic Sea while 'green growth' emphasizes the need to choose a path of economic growth that is in balance with the environment and that draws on the rich natural and cultural heritage of the region (Interreg South Baltic). This project on wellbeing tourism (SB WELL) contributes to the priority of making good use of the environmental and cultural potential of the South Baltic area for the blue and green growth and specifically to the increased development of the South Baltic area's natural and cultural heritage assets into sustainable tourism destinations.

The wellbeing tourism concept (pp 18) is designed to support a sustainable development of tourism and thus relates to the Sustainable Development Goals (SDGs). The SDGs are a set of 17 goals, encompassing the entire planet Earth, designed by the United Nations to ensure a

sustainable development (The 2030 Agenda for Sustainable Development). They ‘provide a shared blueprint for peace and prosperity for people and the planet, now and into the future’ (UN General Assembly, 2015). The goals, that address the ways of the human society, need to be met by 2030, to ensure a sustainable future on individual, community and planetary level. See page 37 for a list of all the goals. According to UNWTO ‘Harnessing tourism’s benefits will be critical to achieving the sustainable development goals and implementing the post-2015 development agenda’. Tourism has been highlighted as particularly important for reaching goals on decent work and economic growth (nr 8), responsible consumption and production (nr 12) and life below water (nr 14). However, tourism has the potential to contribute in a direct or indirect way to all of the goals, either in a positive direction, or a negative one depending on the direction of the course of development.

Wellbeing tourism and its six pillars

To reach a harmonious and prosperous society where we live and act within the planetary boundaries there is a need to go beyond external sustainability as the sole emphasis, and additionally include the human dimension of life. This dimension encompasses our health from a comprehensive view of our being (body, mind, soul), as well as life quality. In 2016 the journey of formulating a new concept of wellbeing tourism encompassing both external aspects of a thriving society as well as individual aspects related to health and life quality began. The concept of wellbeing tourism, in focus in this report, has its roots in Scandinavia where through history a large importance has been attributed to the nature and to rural areas as sources of individual health and wellbeing (see e.g. Hjalager et al., 2015 & Konu et al. 2011).

The study on wellbeing tourism resulted in the view that wellbeing tourism is a specific kind of tourism that builds on sustainability, and that importantly also emphasizes physical, mental and spiritual (inner) wellbeing for tourists as well as for hosts that provide the touristic experiences. Thus, wellbeing tourism is defined as: ‘Tourism that supports harmony and balance of body, mind, and soul, for guests and hosts, in a sustainable interaction with the local community, and environment’. For a more detailed literature review that gave rise to the current formulation of the wellbeing tourism concept see Lindell et al., 2021.

The importance of human health, and individual inner growth to reach closer to our full potential, has been highlighted by the European council as an essential part of the ‘Wellbeing economy’ that is encouraged to be applied by all EU member states since late 2019 (The Council of the European Union). Thus, wellbeing is a principal aim of the EU. As a response a European University for Well-being was formed (in 2020). Its view, in line with the wellbeing tourism concept, is that ‘Well-being is multidimensional. It ranges from individual quality of life to social cohesion and environmental balance at a planetary level’ (EuniWell). The values of the wellbeing tourism concept are further in harmony with the recently developed *Inner Development Goals* (IDGs) initiative where personal development is highlighted as an essential

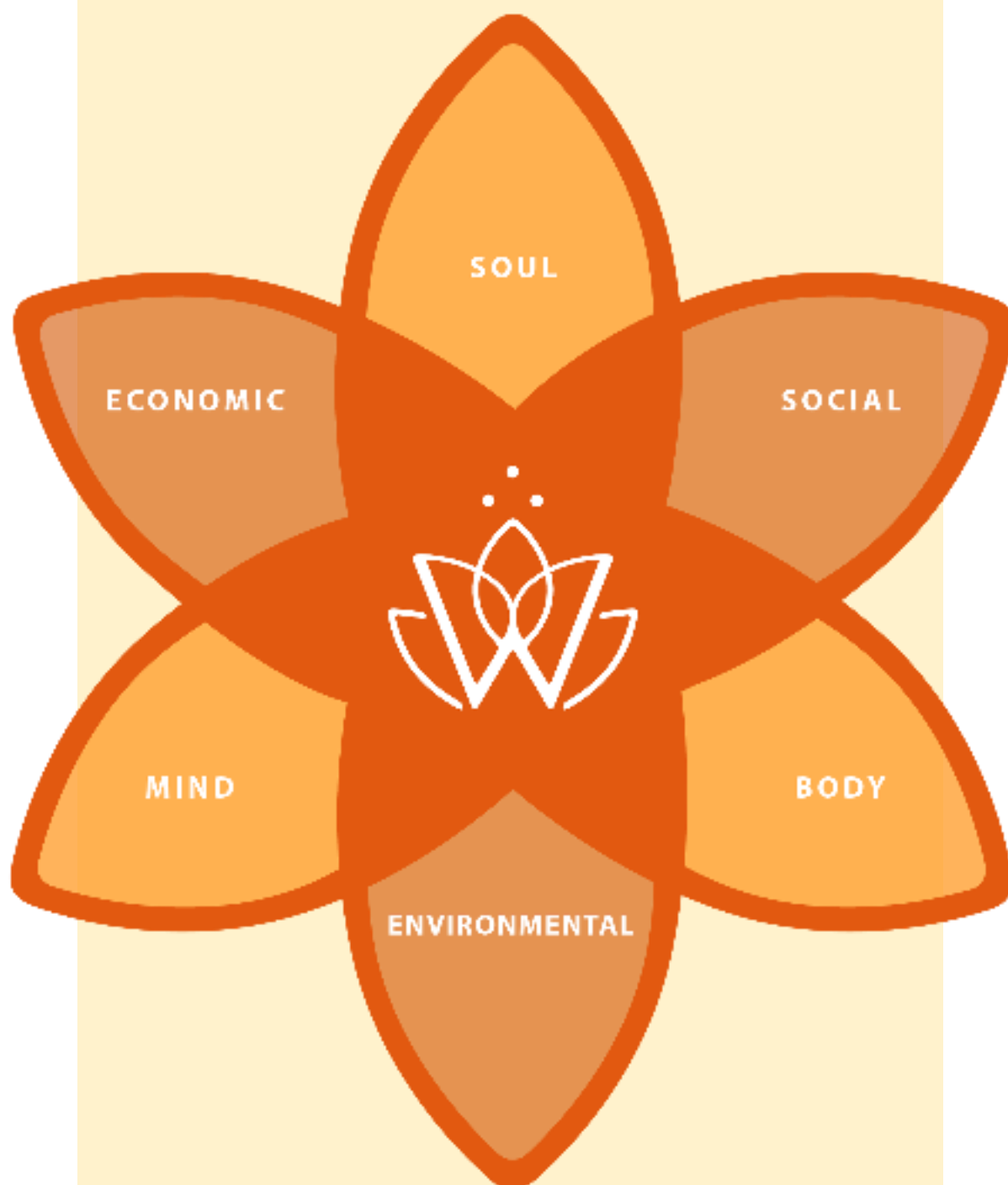
prerequisite to reach the Sustainable Development Goals (IDG initiative, 2021). According to the IDG framework, personal development and inner growth need to be at the core of the society to manage the complex challenges we face, such as those related to sustainability (Björkman, 2022). This knowledge and practices, including for example emotional and cognitive skills, should be accessible to all and in particular in focus for those in leading positions. The IDGs consist of a selection of 23 key skills and qualities divided over five themes: being, thinking, relating, collaborating and acting (IDG initiative, 2021). A few examples of overlap between the focus areas (see Table 1) and values that are part of the wellbeing concept and key qualities identified in the framework of IDGs are recognizing the importance of creativity, joy, inclusiveness, care, presence and awareness, for reaching sustainability and a harmonious global community.

The internal or personal aspects of the wellbeing tourism concept are taking into consideration the whole being and thus includes the physical body as well as the mind (mental body) and our inner or spiritual wellbeing. The external factors are: living and acting in harmony with the surrounding natural environment upon which the survival and livelihood of humanity, as well as naturally the tourism industry, depends; means to make livelihood or economy; and social interactions and interrelations. The external aspects that are part of the wellbeing tourism concept are similar to those of the triple bottom line of sustainability (Elkington, 1998). There are however some important differences and modifications that are presented below.

For the environment aspect of sustainability that is part of the wellbeing tourism concept it is understood that we humans are an inseparable part of nature itself. Whatever we do to the natural environment will have effects on the whole system including ourselves. It is not feasible to manage our natural environment in a long-term manner successfully without taking into consideration that we humans are an inseparable part of the planetary ecosystem, an ecosystem that we share with many other beings. Thus, it is highlighted the importance to consider and respect the existence and role of non-human creatures.

The economy aspect of sustainability in the wellbeing tourism concept has its base in a circular economy. A main objective is reaching prosperity for the company and community where it operates, rather than gaining profit alone. Attention is given to identifying co-creative processes and solutions with other actors in the society that create mutual benefits, commonly with reduced resources required, increased ease of implementation, and improved results. This is a contrast to viewing other actors and companies as competitors and requires a completely different approach and way of operating and relating to other actors and entities. In an optimal circular economy, the management of resources is so well developed that it allows for abundance, while the use of primary resources is minimized, and waste is 'designed out' already from the start. You may read more about circular economy in general e.g. in Ellen MacArthur Foundation (2012), and applied to the tourism industry in Manniche et al. (2020) and Lindell et al. (2019).

SIX PILLARS OF WELLBEING TOURISM



The social aspect of sustainability in the wellbeing concept emphasizes the importance of human interaction. This means in what way we meet each other, such as the intention we carry, the words we use, our tone of voice, our body language, the level of presence we show, our emotional charge and how we manage that in the interaction and so on. This is particularly important in tourism where the heart and value of many tourism experiences and products is found in the human-to-human interaction, the sharing of moments, cultural features, perceptions and understandings. Thus, in wellbeing tourism the hosting part of the tourism experience is of particular significance.

Since each of the six aspects of wellbeing tourism are extensive topics with numerous challenges to address in today's society it is beneficial to identify a number of key areas for each aspect that are among the most important ones to focus on for reaching a more balanced and prosperous society and tourism industry. These key areas or focus areas vary over time as well as over geographical areas depending on the specific characteristics of the challenges at hand at that particular time and place. The key areas presented here were identified in 2019 and were selected based on the goal to through tourism support the wellbeing of the society in the South Baltic region. Thus, it was assessed that each of the focus areas are one of the top areas for each aspect to improve and highlight to reach a more harmonious and prosperous society. The key areas were also chosen from the relevance to the tourism industry and the level of possibility to create positive change through these focus areas operating in the tourism sector. Thus, a different set of areas could be more relevant for another business sector of society.

Here below follows descriptions of the six aspects of the wellbeing tourism concept, as well as suggested focus areas for each. Naturally, these six aspects of wellbeing tourism presented here are all entangled with each other, and a complete experience of wellbeing is created when all aspects are fulfilled and in harmony with each other. The thematical division of the aspects is made to facilitate the awareness of each one of them, and to ensure we include and properly consider each of them in tourism management.

Environment	Social	Economic	Physical	Mental	Spiritual
<i>caring for nature</i>	social equality	fairness	nourishment	creativity	presence
<i>clean transport</i>	positive interaction	co-creation	relaxation (body)	relaxation (mind)	beauty
<i>eliminating waste</i>	local cooperation	prosperity	movement	peacefulness	joy

Table 1. Overview of the six pillars of the wellbeing tourism concept, and three focus areas for increased wellbeing for each pillar. The focus areas were chosen based on the context of the South Baltic Region.



ENVIRONMENTAL

[EXTERNAL DIMENSION]

Environmental wellbeing is about benefiting from planetary resources without compromising the function and health of the ecosystems. Taking responsibility for the environment includes actions like supporting conservation of the natural heritage and of biodiversity, limiting waste and avoiding pollution. Environmental wellbeing ensures regenerative ecosystems and sufficient natural resources for all, including non-human-beings, also in a long-term perspective. The identified key areas for increased environmental wellbeing in the tourism sector of the South Baltic are eliminating waste, clean transport, and caring for nature, in particular with respect to management of surface waters, management of soils and sustaining a high level of biodiversity.

Caring for nature is a foundation for prosperous tourism. It is essential to ensure the use of natural resources for tourism activities supports functional and thriving ecosystems. It concerns actively selecting eco certified products, in particular from sensitive ecosystems (for example mangrove, tropical forest, habitats of endangered species), selecting recycled materials over primary resources, and promoting a balanced resource use overall. It involves shifting our diets to a larger share of plant-based foods, which limits greenhouse gas emissions and increases the calorie production per unit of land.

Clean transport is a decarbonized mobility system. To support clean transport implies choosing the use of transportation modes causing no or low amount of greenhouse gas emissions such as cycling, walking, and public transport as well as smart choice of transport mode, for example choosing to travel by train instead of aircraft when it is feasible and staying away longer time in one travel rather than making several shorter stay trips.

Eliminating waste, especially plastics and non- or slowly degradable materials, is necessary to decrease the pressure on the environment and protect our ecosystems. Waste can be minimized by applying reuse, upcycling and recycling. Eliminating food waste in particular is one of the main necessary actions to decrease greenhouse gas emissions from food production, as well as to preserve land areas of fertile soils and ensure availability of clean water.





SOCIAL

[EXTERNAL DIMENSION]

Social wellbeing is about honoring human rights, individual freedom and integrity, showing equality and acceptance towards oneself and others, promoting intercultural understanding and contributing to community development and resilience. It implies a respectful management of local resources and caring for the local tangible and intangible cultural heritage. It involves collaboration and positive interaction with others, providing ethical and fair working conditions, and supporting local cooperation for the common good. The key areas for increased social wellbeing in the tourism sector of the South Baltic are local cooperation, positive interaction, and social equality.

Social equality implies having an accepting and welcoming attitude towards both staff and visitors of different gender, age, ethnicity, cultural, religious or spiritual beliefs, disability, sexual orientation, as well as of social status or financial resources, personality, physical appearance and different needs. There is further an aspiration towards reaching equal accessibility, “design for all”, for tourism establishments, products and services. Overall communication and marketing of tourism is considerate to all, inclusive, and comes from a place of good intention.

Positive interaction includes building personal relationships with others to make them feel seen, heard and valued for who they are. This involves an open-minded communication with visitors to together create rewarding experiences and insights that may also contribute to personal growth as well as business development. In this way we also create a sense of community where positive relationships nurture a spirit of friendship, collaboration and mutual understanding. Positive interaction also implies adequate, authentic and truthful information of tourism products and services.

Local cooperation implies working together with local actors, such as fellow companies, NGOs, or local tourism organizations also in a non-commercial way, as well as refer its own guests to fellow businesses and local activities. It further incorporates having an interest in protecting and developing the local cultural heritage, which includes the architectural design of facilities regarding materials, shapes, and colors, as well as supporting the continuation and remembrance of local traditions and practices.





ECONOMY

[EXTERNAL DIMENSION]

Economic wellbeing builds on circular principles that ensures viable and long-term economic prosperity for companies and the society, while not compromising human health and ecosystem functionality. It benefits stakeholders and the community by contributing to the development of creative work environments, fair and empowering trades, and strong and positive relationships with other actors through co-creation, identification of mutual benefits, and sharing. The key areas for increased economic wellbeing in the tourism sector of the South Baltic are prosperity, co-creation and fairness.

Fairness implies that we carry out business transactions fairly with the aim that all parties are given a just outcome in a trade and optimally all parties perceive they are empowered from the interaction. For trade with ethically sensitive areas, it is important to ensure that the goods are fairly traded through actively selecting those that are fair trade certified or meet equivalent standards. We further ensure wages and social benefits of our business are fair given the character of the work and are in accordance with national and international laws.

Co-creation ensures that a company is taking actions towards a circular economy where resources, such as space, time, materials, and actors, are used efficiently and fellow companies are viewed as collaborators. Sharing may be part of co-creation and involves for example sharing of space or sharing of resources with other actors. Co-creation implicates taking the initiative to create a product, service or any other collaboration together with another company or stakeholder, usually with the result of new business opportunities or other mutual benefits.

Prosperity is the result of a business creating a surplus of value that is beneficial for the staff, the clients, or the community where it is established. Prosperity includes wealth but is composed of a much wider set of factors including social benefits contributing to an increased quality of life, bringing for example happiness, health, opportunities, ecosystem protection, and equity. A company contributing to prosperity means that its actions result directly or indirectly in a thriving community.





BODY

[INTERNAL DIMENSION]

Physical wellbeing is generated by activities and products that have positive effects on the body such as exercise, nourishing wholesome foods and adequate rest. This can result in increased vitality, resilience, immunity, and longevity. Wellbeing for the body can also be in the form of pleasure derived from gentle pleasant stimulation of the senses and touch. Experiencing physical pleasure may induce a state of relaxation and positive emotions such as joy. The key areas for increased physical wellbeing in the tourism sector of the South Baltic are physical movement, physical relaxation, and physical nourishment.

Physical nourishment is composed of natural, organic, sensuous and nutritious foods and drinks, products for external use such as body creams, and caring touch. Nourishing products are rich in vitamins and minerals necessary for health and vitality, are absent of harmful substances, and give the sensation of being energized and light. Nourishing wholesome foods are composed of fresh, clean and organic ingredients with a high density of nutrients, large share of plant-based foods, minimal use of refined sugars (replaced by e.g. honey or dates) and free of artificial additives.

Physical relaxation is supported by a location that allows for the body to rest, relax and regenerate. Such a place is calm, peaceful, comfortable and safe, free from stressors and potential dangers. It can be a specific section of a hotel or restaurant, specially designed spaces such as relaxation lounges and meditation rooms, as well as gardens, parks, natural areas including beaches and reserves, as well as spa facilities including pools, saunas and spa treatments.

Physical movement involves activation of the whole physical body. Some examples are walking, cardio exercise, strength training, stretching, yoga, dancing, jumping, cycling, and swimming, or activities that involves using the body such as gardening or any other action in which your body is using its muscles to create movement. In actions that promote physical wellbeing regular and adequate physical movement is facilitated and stimulated for all ages. Even small conscious actions matter such as choosing the stairs instead of the elevator.





MIND

[INTERNAL DIMENSION]

Mental wellbeing (or psychological wellbeing) is about our ability to manage the activity and state of our minds as well as our feelings. It is supported by a harmonious composition of words, colors, shapes, sounds and smells, as well as conscious breath and conscious movement. It improves the quality of our thoughts (reduce clutter), has a positive effect on the character of our feelings, and on our ability to remain centered and lucid regardless of the external conditions. It brings calmness, serenity, clarity, ease, awareness, insights, inspiration, creativity, and optimism. The selected key areas for increased mental wellbeing in the tourism sector of the South Baltic are creativity, peacefulness, and mental relaxation.

Mental relaxation is supported by limiting excessive visual and auditory stimuli and increasing the exposure to harmonious environments with soothing and pleasant colors, lighting, smells and sounds. A relaxed mind is calm, with a sense of clarity and ease. This state can be supported through for example establishing silent and calm spaces, wifi-free and technology-free areas, views and images of nature as well as living plants, trees and flowers, calming sounds, and gentle aromatherapy.

Peacefulness is facilitated by a relaxed mind. When the mind is relaxed it is calm with few thoughts and one may experience a state of tranquility or serenity. Focusing the mind, for example through conscious breath, supports reaching a peaceful mind and thus the experience of peacefulness. Practices of 'conscious movement' and 'conscious being' such as yoga, meditation, forest bathing, as well as genuine forms of martial arts, including tai chi and qi gong, also facilitate reaching a peaceful state of mind.

Creativity is a quality of our mind. When we are given time and freedom to play, and when our curiosity is encouraged, we feel inspired, and our creativity is stimulated. Our mind creates thoughts, ideas, imagination, dreams, art, music, and it may awaken our unique form of expression. Creativity can be stimulated by for example storytelling, insight into local heritage and folklore, by using colors, interior design, art, and by providing space and time for social interaction. Creative activities support the acknowledgement and celebration of our own uniqueness and of diversity as well as innovative ideas and solutions.





SOUL

[INTERNAL DIMENSION]

Spiritual wellbeing (or inner wellbeing) is related to the connection to our essence, to life itself, and to the source of our creation. Delight for the soul is nourished by heart-felt connection and presence both with ourselves and with others, mental and emotional balance, being in nature, and moments of wonder. It can bring a sense of being connected to something greater than oneself and having a purpose in the world. It may also result in greater consciousness, a sense of love and self-worth, increased intuition, inner peace, fulfilment, compassion and bliss. The key areas for increased spiritual wellbeing in the tourism sector of the South Baltic are joy, beauty, and presence.

Presence is the ability to be in the here and now, being attentive and connected to what is transpiring in the moment. When someone is present with us, we feel seen and heard for who we are, which allows for us to relax and open our hearts. It increases a sense of connection, as well as empathy and compassion for ourselves and for others, which allows for companionship, care and a feeling of belonging. The sense of being present with someone may be enabled by eye contact, physical touch (when appropriate) and an open and honest communication.

Beauty and the experience of beauty, for example when viewing a painting, listening to a piece of music or reading poetry, may induce a state of relaxation in our being, evoke feelings of wonder, amazement and awe, and connect us to something ethereal that is larger than ourselves and that goes beyond the realm of our minds. Beauty can be enhanced with the contribution of arts and natural elements such as fire, water and flowers, harmoniously and carefully composed colors, sounds, forms, letters or words, and structures. Beauty often encompasses a subtle sense of mystery and sacredness.

Joy is one of our fundamental emotions. It can be experienced as amusement, happiness, openheartedness, enjoyment and bliss. Joy can be self-created and emerge from an inner state of bliss or activated externally by uplifting music and interactions with others, or by activities that allows us to feel fully alive and free. A feeling of joy is facilitated when the body and mind are relaxed, the heart is light, and when we are present in the moment. When we feel joyful it opens us to a playful attitude and positive interaction with others. Joy can for example be stimulated by games, riddles, coloring pens, role plays, and music.





WELLBEING HOSTING

Hosting is a central part of tourism and thus we developed a wellbeing hosting concept as an add-on to the wellbeing tourism concept. The wellbeing hosting concept is composed of five hosting values. These were chosen with the objective to facilitate for the hosts to create an experience of wellbeing for their clients. They are relational values based on social skills and a general care, that are important for creating pleasant and memorable meetings between host and guest. The five hosting values are awareness, honesty, kindness, care, and joyfulness (Melbye et al., 2021).

Awareness When being *aware* you are attentive and notice what is going on in and around yourself. You understand how actions are interrelated and how they are linked to reactions. You see, listen, and consider. Awareness is essential for conscious creation of wellbeing for yourself and others. You understand how your way of being and your actions affect others, and you can see the larger picture.

Honesty An honest host as well as honest tourism product or service, is trustworthy. To reach trustworthiness, transparency and authenticity are essential in both written and oral communication, as well in the relating with others. Honest communication and relating support the tourist feeling safe and relaxed. For the host, being honest is an expression of a high moral and responsibility. Honest hosts take responsibility for their actions and are clear and consistent in their communication.

Kindness Being *kind* involves a positive and friendly attitude and behavior, considering the feelings and needs of others. Kindness is a natural human expression that increases with the level of openness of our hearts. When you are kind, you share yourself with others, you contribute and are present. A kind host treats others with acceptance and dignity, is inclusive and engage open-heartedly with others, and offer their presence and support when needed.

Care Being *caring* means that you relate to others with softness, and that you have the ability to feel empathy for other people, other beings and the planet. You can see life or a situation from the perspective of another being and act accordingly with compassion and consideration. A caring host care for the wellbeing of people and the planet and relate to others with active listening and presence.

Joyfulness *Joy* is characterized by positive, uplifting and pleasant feelings. A joyful encounter, experience, or day brings happiness to life. Joy is experienced when we approach life with the innocence and curiosity of a child. A joyful host has a positive intention, emanate a positive feeling, encourage playfulness, and is committed to solve any challenges with creativity and innovation.

These five hosting values are to be seen as guiding virtues that a wellbeing host consciously choose to strive towards. It is natural that we cannot uphold a continuous state of optimal awareness, honesty, kindness, care and joyfulness. However, if we take an active decision these virtues can be cultivated by conscious daily practice and intention. They can further be communicated and discussed in staff meetings, presented in hosting policies, and be included in guest evaluations.



aware



honest



kind



caring



joyful



METHODOLOGY

This report is composed of three main sections: lead stars in wellbeing tourism (Part I), good practices in wellbeing tourism (Part II), and wellbeing places (Part III). The section on *lead stars* mainly contains examples of good practices where the entire business is considered being a good practice in wellbeing tourism. There is a comprehensive embodying and integration of wellbeing throughout the different areas of the company such as management processes, organizational culture and philosophy, and its products and services. They were also assessed by regional experts* to excel in most of these criteria for wellbeing in tourism. They can be appreciated as role models, sources of inspiration, and thus lead stars for others that wish to develop in a similar direction. The lead stars of the respective geographical regions (Pomorskie in Poland, Klaipeda and the Lithuanian coastline, 'Vogelparkregion Recknitztal' in Mecklenburg-Vorpommern, Germany, Kalmar County in Sweden, and the southern part of Sjælland in Denmark) were selected by regional experts on sustainability, health, wellbeing and tourism. The selection is by no means complete but rather an exemplification of some of the greatest regional examples within their specific theme. The four areas that are included in this report are accommodation, gastronomy, products and services. All lead stars fulfill the basic criteria for wellbeing tourism as developed within the framework of the wellbeing tourism concept (Lindell et al., 2021).

The criteria for wellbeing tourism were developed as a collaborative effort by an international team of researchers with different backgrounds (environmental sciences, social sciences, economy & entrepreneurship), professionals among others entrepreneurship development and sustainability managers, tourism representatives and practitioners. The character of the criteria was based on the present best knowledge on sustainability, equality, health, and other relevant themes. However, there was also a compromise between optimal practices for certain aspects such as the environment or the climate, and feasibility of implementation in small to medium sized tourism enterprises. In addition, emphasis was put on reaching common agreements (consensus) among the entire team which proved challenging given the wide range in professional and cultural backgrounds. A lot of time was spent on discussing all criteria from different perspectives and numerous iterations were carried out. There was further a strive towards achieving a balance between the number of criteria for each of the six pillars of wellbeing tourism. A few criteria were assessed as essential to the wellbeing tourism concept and are thus obligatory to pass. The criteria for wellbeing tourism were developed for each of the four themes: accommodation, gastronomy, services, and products. The details on the criteria can be found on www.wellbeingtourism.com where companies also may perform a self-assessment online.

The lead stars were further considered to be meeting the hosting values that are a part of the wellbeing tourism concept: being aware, honest, kind, caring, and joyful (Melbye et al., 2021). Each lead star example is composed of an introduction to the character of the business, which of the six pillars of the wellbeing tourism concept that they excel at (physical wellbeing,

mental wellbeing, spiritual or inner wellbeing, environmental wellbeing, wellbeing economy, and social wellbeing), a motivation of why the business is considered to be a lead star in wellbeing tourism, a brief description of challenges and opportunities related to managing the business in line with principles of wellbeing tourism, as perceived by the management of the business itself, as well as selected images illustrating the lead star example.

The examples presented in the chapter on *good practices* in wellbeing tourism (Part II) refer to a certain product, service or way of being or acting within a company. Thus, it is not necessarily so that a company providing one of the examples of good practices in tourism fulfills the criteria for wellbeing tourism in their respective theme (see description above). Most of these good practices were also assessed and selected by regional experts. A common feature for both the lead stars and the good practices is that the entrepreneurs contributed significantly to the information presented. Some of the good practices from Sweden were selected by the editor as some of the best examples submitted by entrepreneurs in tourism while following a Kamprad financed applied university course in wellbeing tourism for tourism businesses at the Linnaeus university (fall 2020 and spring 2021). Additionally, a few examples of good practices were contributed by students that followed a summer course 'Wellbeing Entrepreneurship Development in Tourism' given during the summer of 2021 as a collaboration between the university of Florence (host) and the Linnaeus university (lecturer Lindell) within the framework of the European University for Well-being (EUniWell) and the seed project 'Advancing understanding of well-being tourism, drawing upon the European biocultural heritage'. These examples may be viewed as guest examples from Italy and the UK (see pp 148-149, 156-159, 204-205).

Each good practice example consists of a description of the company's wellbeing characteristics, i.e. information to which of the six pillars of wellbeing tourism that it contributes to (body, mind, soul, environment, economy, social), as well as to which ones of the *focus areas* for each aspect of wellbeing tourism. The focus areas are selected key themes that need to be given prioritization in actions and mitigations towards increased wellbeing. See pp 19 for the list of focus areas for each wellbeing pillar identified within the SB WELL project for the current state of the South Baltic Region. In the good practice examples, there is also an image for each, to serve as an illustration to the text. In addition, there is a diagram giving an indication to which Sustainable Development Goals (SDGs) the good practice contributes to (highlighted in color). Note that the presented contributions to the wellbeing pillars, the wellbeing focus areas and to the SDGs, for each example correspond to the view and assessment of each respective author (see the list of authors for each example on page 239).

In the third and last section (Part III), places that are considered to be excellent to visit for experiencing wellbeing are presented with text and images. Places that offer a sense of wellbeing to the visitors may be natural areas such as fields, parks, beaches, trails and paths, and bodies of water including lakes, ponds, and rivers. They can be natural, man-made or a mix of both. Regional experts have assessed and selected a number of places to exemplify places of wellbeing in their geographical regions. Some of the characteristics that are attributed to places for wellbeing, within the framework of the wellbeing tourism concept, are a large share of nature or natural elements, and that they allow for relaxation, inner reflection, peace, connection, stillness, as well as movement. Each example of a wellbeing place is composed of a description of the place, which of the six pillars of wellbeing tourism that the place contributes to, as well as to which of the focus areas of each pillar (see pages 19-31). A couple of the wellbeing places were selected to particularly represent the wellbeing tourism concept and its implementation through the project SB WELL. These are Penåsa for Sweden (pp 226), Kurpark Bad Sülze for Germany (pp 234), as well as one at each campus of the University of Gdansk, Poland and Klaipeda State University of Applied Sciences, Lithuania (the latter two not featured in this report). In these places benches have been installed that invite the visitor to sit down for a while to turn inwards and contemplate or meditate, or to enjoy the view of the beautiful surroundings. In these places there is also information about wellbeing, wellbeing tourism and the cross- border quality of the SB WELL project.

The lead stars, good practices and places for wellbeing presented in this report were selected in 2021 and reflect the state of the business or place at that time. Towards the end of this report (see page 235) is a map showing the approximate location of the wellbeing lead stars, good practices and places around the Baltic Sea.



SUSTAINABLE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are a serious call for action by all countries that share this Earth, in a global partnership.

In this report each good practice is linked to the relevant SDGs as a way to relate the wellbeing tourism good practices to the larger global goals towards a sustainable, peaceful and prosperous society.

GOAL 1: No poverty

Economic growth must be inclusive to provide sustainable jobs and promote equality.

GOAL 2: Zero hunger

The food and agriculture sector offers key solutions for development, and is central for hunger and poverty eradication.

GOAL 3: Good health and wellbeing

Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development.

GOAL 4: Quality education

Obtaining a quality education is the foundation to improving people's lives and sustainable development.

GOAL 5: Gender equality

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

GOAL 6: Clean water and sanitation

Clean, accessible water for all is an essential part of the world we want to live in.

GOAL 7: Affordable and clean energy

Energy is central to nearly every major challenge and opportunity.

GOAL 8: Decent work and economic growth

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs.

GOAL 9: Industry, innovation, and infrastructure

Investments in infrastructure are crucial to achieving sustainable development.

GOAL 10: Reduced inequalities

To reduce inequalities, policies should be universal in principle, paying attention to the needs of disadvantaged and marginalized populations.

GOAL 11: Sustainable cities and communities

There needs to be a future in which cities provide opportunities for all, with access to basic services, energy, housing, transportation and more.

GOAL 12: Responsible consumption and production

Responsible production and consumption

GOAL 13: Climate action

Climate change is a global challenge that affects everyone, everywhere.

GOAL 14: Life below water

Careful management of this essential global resource is a key feature of a sustainable future.

GOAL 15: Life on land

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.

GOAL 16: Peace, justice and strong institutions

Access to justice for all, and building effective, accountable institutions at all levels.

GOAL 17: partnerships

Revitalize the global partnership for sustainable development.

More in-depth descriptions, numbers, related news and videos on each goal can be found on the United Nations website:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals>

 **SUSTAINABLE DEVELOPMENT GOALS**





Being is from
the tip of the
head to the tip
of the toes.

- Yogi Amandeep

LEAD STARS

THE ART OF WELLBEING IN ACCOMMODATION, GASTRONOMY, PRODUCTS AND SERVICES

To fully embody wellbeing, whether it is as an individual or a company, is truly an art. We call those that do, lead stars. These people and companies are wellbeing, they live and breathe it, and thus it is emanating from their establishments, actions, ways of hosting, products and services. As a result, they contribute to a comprehensive experience of wellbeing to their visitors, clients and staff. Enjoy being inspired by some of the most excellent providers of wellbeing and wellbeing tourism in near coastal areas of Germany, Lithuania, Poland, Sweden, and Denmark.



BIO FAMILIENHOTEL GUT NISDORF HOTEL

Vacation time is quality time. The aim of Bio familienhotel Gut Nisdorf is to give families a place to enjoy and relax with respect to other beings and nature. “We don’t want to be consumers but (re)users”.

Sabine Stange and Jürg Gloor started their business ‘Bio Familienhotel Gut Nisdorf’ because of personal experiences. They wanted to fill the gap between hotels and holiday homes by offering cozy family apartments with half board. Families spend time together in the big manor house or the beautiful garden. Children can choose from a variety of toys and exciting experiences while the parents enjoy the beautiful nature environment and calmness of the surroundings. The two founders concentrate on sustainability, they offer exclusively organic food, mostly vegetarian and often vegan. They optimized their energy usage in the whole estate and offer bikes and an e-car for rent.



Contact information

Gut Nisdorf GmbH
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www.gut-nisdorf.de



WHY IS BIO FAMILIENHOTEL GUT NISDORF A LEAD STAR?

The owners of Bio Familienhotel Gut Nisdorf decided to take care of an old manor house and rebuild it from a deteriorated state. There was not much left other than the walls when they bought the manor. It took time and a lot of effort to turn the ruins into a cozy and warm holiday home. Now it has become an oasis of calmness and joy, inviting families to spend their quality time in a safe environment.

The hotel's facilities are durable and adapted for many users to come and visit. The kitchen team puts a lot of effort into waste management and uses mostly regional organic produce. The buffet allows guests to choose, what and how much they want to eat. The leftovers from the buffet are reused as long as the hygienic standards allow. Everything is stored in reusable boxes made of glass or similar materials and also the deliveries to the hotel are carried out in deposit boxes.

At the same time, the team puts a lot of effort into the energy efficiency of the building. If guests arrive at the nearby train station, the hotel offers a pick-up service. To discover the surroundings, the families can borrow an electric car or bicycles from the owners.

CHALLENGES AND OPPORTUNITIES

The hotel has a special alignment, such as with sustainability, but some guests are not ready to completely follow it. The mostly meat-free dishes are a challenge for some guests. The owners talk to their guests and explain why they focus on serving plant-based food. They want to lead a sustainable wellbeing life and share their vision with the guests in the hotel.

According to the owners, wellbeing is essential for the tourism industry. In their own words 'if we want the generations to come to be able to enjoy our beautiful planet as well, we need to change our behaviour.' Sustainability and durability cannot only be marketing advantages but need to be applied and followed. Values like respect, and kindness need to become natural for everyone.

KARKELBECK NO. 409

GLAMPING WITH YOGA AND VEGETARIAN FOOD

A wellbeing lifestyle and philosophy is the cornerstone of this camping and homestead. Being close to nature, making contact with the guest to deepen the awareness and giving unforgettable experience of wellbeing.

Camping and Guesthouse Karkelbeck No. 409 is a unique and peaceful place in the lush forest, by the sea, in the heart of Seaside Regional Park in Lithuania. This homestead has been run by Aušra Mendele, and her family, for several generations. Here guests are invited to enjoy a vacation based on physical movement with mindful activities that brings wellbeing for your body and soul. It allows for taking in the beauty of the vast sea and listen to the soothing waves. The feeling is peace and harmony.

Guests can enjoy sleeping in cosy tents with beautiful views over the blooming garden and green forest. Aušra offers vegetarian food with an aim to bring the wellbeing philosophy to her guests, yoga, sound healing, mindful classes with blue clay and gives lectures on wellbeing.



Contact information

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www.karkelbeck.lt



WHY IS KARKELEBECK A LEAD STAR?

Karkelbeck No. 409—Camping and Guesthouse is located in the forest by the sea, in the Seaside Regional Park. The owner Aušra Mendele is very much interested in wellbeing lifestyle and philosophy. She is a yoga facilitator and cooks vegetarian food for her guests made by products supplied by local farmers.

Since wellbeing is the philosophy of the hostess' own life it permeates the whole homestead and camping area. All the buildings are wooden, painted with resin-based paint, heated by firewood and geothermal sources. She is mindful about waste and does not provide disposable items.

Beauty is central to the glamping, there is an abundance of flowers, and medicinal herbs bloom around the homestead. There are places for contemplation, and yoga classes, massages and seminars on health-related topics are offered. There is further a Forest Therapy path in the territory of the camping that leads to the sea which is designed according to a Japanese concept and adapted to Western Lithuanian tree species.

For guests who wish some more active leisure there are canoes and bicycles to be rent, walking along the coast and swimming in the sea. The host offers her guests fresh aromatic herbal tea which is certified as biodynamic. She also knows when and how to gather amber and offers a few different products that draw upon this material.

Karkelbeck truly offers a comprehensive experience of wellbeing, extraordinary camping, and the feeling of being cared for throughout the stay.



CHALLENGES AND OPPORTUNITIES

There is a challenge in how to make Gazebo guests happy when there is no electricity. Although the Gazebo guest can get electricity in the camping service house. Also, guests cannot listen to their own music loudly because it is a place for contemplation. So far Aušra did not experience much challenge around this because she thinks people understand the character of the place and it naturally attracts the 'right' clients for her. The host offers only vegetarian food, but it has not shown to be an obstacle since the guests may bring their own meat.

Since Karkelbeck No. 409 is located in a protected area, its structures, buildings, their material and heating are and must be sustainable. Because a lot of people are changing their diets towards local and vegetarian food, the kind of wellbeing glamping that Karkelbeck No. 409 is offering is a perfect example for other similar businesses to start to provide fresh and healthy food.



LAWENDOWA OSADA

LAVENDER FARM

Lawendowa Osada is a place where care for nature is the overriding value - the resources of which are used by both the owners of this place and the visiting guests. Equally important is a holistic approach to people, expressed both in the offer of the farm and in the awareness of its hosts that focus on long-term relationships with guests, attention to their needs and building positive relations with the entire community.

The agritourism farm Lawendowa Osada is surrounded by Kashubian lakes and forests, and accompanied by one of the largest ecological lavender fields in Poland. In 'Lavender Cottages', all-year lodging houses, it is possible to enjoy a lifestyle where one 'returns to nature'. The company's activities also include sustainable cultivation of about 20 species of lavender, which is used by the hosts to produce ecological cosmetics, homemade preserves and other products with lavender.

Lawendowa Osada also gives its guests the opportunity to be in close contact with nature and to experience its beauty in various ways, including relaxing walks, vegetables from the farm garden, glamping among lavender, participate in a lavender harvest, or enjoy the sight from a gastronomic observatory. The unusual atmosphere and hospitality of the hosts make this place an oasis of respite from everyday matters.



Contact information

Lawendowa Osada
Młyńska 6A, 83-047 Przywidz, Poland
www.lawendowaosada.pl



WHY IS LAWENDOWA OSADA A LEAD STAR?

Lawendowa Osada was born out of passion for lavender cultivation and love for nature. At one point, this love was so strong that the owners decided to quit their jobs in a corporation to run an agritourism farm. The concept of this place has been well thought through, the intimate relation to nature and its part of the natural Kashubian landscape favours the regeneration of the body and mind.

Attention to wellbeing is supported by the hosts of Lawendowa Osada, who offer their guests nutritious slow food e.g. a home garden, eggs from their own ducks and hens, and products from local suppliers, and a variety of recreational facilities e.g. an outdoor hot tub, swimming pool, and a salt cave, as well as SPA treatments based on lavender, and using the richness of the surrounding such as plants from nearby meadows. In the Lavender Cottages it is possible to completely disconnect from electronic devices, there are no TVs and Wi-Fi is only available on request.

The holistic approach to human health is complemented by workshops invented and organised by the hosts. Their programme includes activities supporting the balance of the body, mind and soul. The added value of each workshop is environmental education. This topic is close to the heart of the hosts, who are open to share their knowledge and skills such as in natural preserves and making your own cosmetics. Moreover, issues related to the reduction of negative environmental impact, care for the preservation of local biodiversity and respect for the region's heritage are manifested in every aspect of the business activities.

The farm mainly uses natural materials such as wooden houses and biodegradable raw materials, recovers resources for reuse e.g. materials and interior furnishings according to the 'reuse' principle, and upcycles them. Natural resources are protected by ecological solutions limiting their consumption, e.g. ecological sewage treatment plant and heat pump for heating the swimming pool.

The owners of Lawendowa Osada keenly join local affairs, they actively promote the region and offers an excellent showcase. They show care for the economic development of the region in using local suppliers and producers and by initiating local initiatives.



CHALLENGES AND OPPORTUNITIES

As the hosts continuously have a lot of new ideas the most important challenge is the capital available for investment. In the old shed, once the necessary funding is in place, the owners plan to organise a cosy café. They would also like to expand the base of glamping tents, which allow to experience relaxation in a unique way in close contact with nature.

The hosts of Lawendowa Osada are convinced that their current offer, which is close to the values of wellbeing, will gain in popularity along with the current increased focus and awareness on the importance of health and wellbeing in society. Therefore, they encourage all tourism companies and their guests to pay attention to the wellbeing aspects in tourism. They are highly motivated to deepen their knowledge and implement further offer based on a holistic approach to the human being, while maintaining the mission of respecting the nature.

TOFVEHULT – A WAY OF LIFE

BED AND BREAKFAST

‘Our vision is to offer all our guests a chance to reconnect with nature by simply being immersed in it. We offer a more mindful way of living, a slower pace in life and we lead by example, trying to inspire our guests to become more aware of their choices in life.’ – Lena Göransson

Tofvehult - a way of life, is a countryside B&B south of Västervik on the east coast of Sweden. Here, Lena and her husband Peter, offer accommodation in four cottages set up on a hilltop overlooking two beautiful lakes while resting under the canopy of tall pine trees. In the rustic, cultural historic main building, is an elegant, roomy apartment with a large balcony overlooking the lake.

Tofvehult also offers a variety of activities such as weekend retreats focusing on wellbeing and creativity, nostalgic Swedish-fika concepts with home cooked food and pastries. The focus is on healthy and mindful cooking and a large share of the products come from their own garden and the surrounding forests.



Contact information

Tofvehult – A Way of Life
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www.tofvehult.se



WHY IS TOFVEHULT A LEAD STAR?

For more than 20 years Tofvehult has served as a place of inspiration for others when it comes to creating a dream life and self-realization, whether it is about outdoor life, running an own business, living a life on the countryside, raising a family and being a party of the community or supporting local activities. Tofvehult also engages in networking and supporting colleagues in tourism by collaborating, recommending each other, and making use of each other's services and knowledge.

Tofvehult is a business based on awareness. Here sustainability, pleasurable experiences and the wellbeing of their guests are put in focus. They are also innovative in creating services and offers that are in line with the overall concept of wellbeing. They are engaged in making everyone feel welcome and seen, ensuring personal meetings, making use of the natural and cultural heritage in their offers as well as inspiring others how to enjoy nature and the countryside lifestyle. One of their strengths is their commitment to storytelling. By weaving together, the farm's history and their own family history, the stay at Tofvehult becomes eventful and personal. Their awareness, ideas about their way of life, emotions and sensory impressions are also communicated with beautiful images on social media. This gives the visitor a possibility to reconnect the beauty of nature and the place itself, inviting the guests to return again and again.

Tofvehult is passionate about informing their guests about the local history and all the beauty and enjoyable things they can experience during their walks in the local area. Lena and Peter also have written several cookbooks, in which their family history is shared. They are sharing their garden with their guests, to inspire and spread a mindful and wellbeing way of living, being in the present.

CHALLENGES AND OPPORTUNITIES

Tofvehult has some challenges in making their offers sustainable on an economic level. Being in nature, most outdoor experiences in Sweden are free, e.g. hiking, swimming, picking mushrooms and berries. Lena and Peter are passionate about offering and showing their guests how nature can be enjoyed freely, however there are some challenges in finding profitability, and a way of living out of it. Tofvehult offers bikes for free, and the use of the trampoline, swings and hammocks can also be enjoyed without fees. The access to the lake and their picnic tables can also freely be used by their guests. Hence, other services such as the sauna, rowing boat rental, canoe and paddle boards, need to be charged for to support profit.

In the future Tofvehult is looking to offer classes at the venue as well as online where the aim is to focus even more on wellbeing, creativity and on how to become aware of a more sustainable way of living. They also want to share their views on how to reconnect and care for each other and nature, as well as promoting a more balanced lifestyle on all levels. Lena is currently working on a book that focuses on how to live more in tune with the cycles of the year. How to follow the natural cycles of life and light, turning to nature for answers and to become more aware of the part we all are playing when it comes to taking responsibility for what is going on in the world. As Lena expresses it 'It all starts with me and you, it is the small changes that makes the biggest impacts and gives lasting results'.



NYSTED STRAND CAMPING

CAMPING

Nysted Beach Camping is situated on Lolland in Southern Denmark right on the coast of the Baltic Sea and it is open all year round. It is family driven with passion for people, for nature, and for environmental care. New ideas for sustainability are constantly being tested and the owners are contributing to national development of the environmental impact of camping businesses. It has as the first camping site in Denmark received the EU Ecolabel. This is an official label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle. Apart from camping the accommodation facilities also include cottages and apartments. The activities for guests and visitors offer nature guiding and visits from local food producers. The site's facilities are designed so that they both offer the opportunity to find peace and to meet new people



Contact information

Nysted Strand Camping
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WHY IS NYSTED STRAND CAMPING A LEAD STAR?

Nysted Beach Camping is driven by a desire to contribute to balance of nature, society, and people. The company thus works to protect and preserve the environment, to take social responsibility, and to support relaxation and balance for everyone - both guests and employees. Rising demand from both new and returning guests has resulted in plans to expand with room for more guests.

The owners of Nysted Beach Camping have a particular focus on caring for the environment. They continuously seek to discover and implement new initiatives that can support the environment both in a short and a long-term perspective. As a frontrunner in sustainable camping business, they hope to inspire others and through cooperation help to develop new technologies that can support businesses in being environmentally friendly. Among the many initiatives in the development and operation of the camping site construction of new cabins is as much as possible built using recycled material. Left over material are creatively used for other purposes. Pieces of board are for instance used to make insect hotels. Waste is sorted in nineteen different categories, and the owners have been involved in launching a national waste collection scheme for camping businesses. In addition, all electricity comes from wind power.

Social sustainability is another strong focus of Nysted Beach Camping. Through cooperation with public authorities the business employ and give affiliation to people in need of help to get their lives back on track. The workplace therefore consists of people from different social and cultural backgrounds and from different countries. The social perspective also applies in the relation to other local businesses. For example, food producers whose products the camping lot sells and present to their guests.

The third important wellbeing focus at Nysted Beach Camping is people. The business is run with the aim that everybody are to be treated as equals and that everyone is in need of achieving relaxation and balance, this includes both guests and staff. Individual needs are consciously registered and cared for. Some guests need peace, others need company, while everybody needs kindness. According to the personnel policy, an employee can always ask to be replaced for a while if they are low in energy or mood. They are then encouraged to relax, go for a walk or in another way regain an energy surplus.

CHALLENGES AND OPPORTUNITIES

It takes a lot of administrative work to get the EU Ecolabel certification. The owners of Nysted Beach Camping had it as a priority because sustainability is highly important to them, but some businesses might give up on it. Being a front runner in sustainability it is not always easy or it may not even be possible to buy the remedies needed, e.g. biological deterrable shopping bags or a large electrical lawnmower. In these cases, the contact to a new supplier often makes them expand their assortment with this product, but it also happens that the camping owners themselves engage in a collaboration to develop the needed more sustainable product. Another challenge is that some ecological food products are too expensive for guests so that they choose to buy the non-ecological ones.

Due to an increase in demand and new customer segments, expanding with more accommodation facilities is considered. This will then be made by reuse of materials. The development plans include further implementation of new sustainable solutions. Despite current chemicals used are all Eco labelled, the business plan to develop a descaling plant that will decrease the use of chemicals. To engage even more with the local town Nysted, guests will be invited to collect acorn from the nearby oaks and once they have germinated, the Camping site will plant trees together with school children. Other plans are to cooperate with a yoga instructor and offer yoga in the natural amphitheater 'Kalkgraven', a limestone quarry, as well as to offer guests the possibility to deposit their smartphone and tablets in the reception to try to live purely offline during the stay.

NAMAI BE GLIUTENO

BAKERY: THE GLUTEN FREE HOME

The Gluten-free Home Bakery is located in the very centre of Klaipeda city where lots of people are passing by, and all who wants healthy, vegan or vegetarian, gluten free food are welcome for breakfast, lunch or have a snack and high quality or chicory coffee. The bakery Namai be gliuteno (Gluten free Home) has for more than four years made vegetarian and vegan, gluten free pastries, both for Klaipeda citizens and guests.

It was a conscious choice by Loreta, the owner of healthy gluten-free food to start the business. Her beautiful daughter was constantly ill in her early childhood. This continued until it became clear that she did not tolerate gluten. Then Loreta began to study the matter and found out that there are lots of people with such intolerance who do not have options to enjoy delicious cakes, pies, sandwiches, and other pastries. This is why she decided to help people enjoy their lives more and offer them healthy and delicious food.



Contact information

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www.namaibegliuteno.lt



WHY IS NAMAI BE GLIUTENO A LEAD STAR?

Loreta Želniene, the founder of Gluten free Home, studied gluten intolerance for years while her daughter was ill, and she found out how much nutrition regulation can affect a person's health and wellbeing. That is why she decided to offer people gluten free food, as well as vegetarian and vegan foods because she believes that a plant-based diet brings a sense of lightness and wellbeing. As Loreta has a talent in baking it was quite easy to start running the bakery even when having to exclude all traditional components (animal-based) and use completely different ones (plant-based). Mostly the bakery offers traditional Lithuanian and Eastern European pastries but the usual cereal flour is replaced by gluten-free flour, instead of dairy products of animal origin, plant-based ingredients are often used. A great thing with the bakery and an outcome of the process of shifting to plant-based ingredients is that the pastries taste even much more delicious than the ones baked using traditional ingredients.

CHALLENGES AND OPPORTUNITIES

It is still a great challenge to break the stereotype that food is either delicious or healthy. When people see the name of the bakery 'Gluten free Home' they frequently think it is food only for people who do not tolerate gluten, and that it tastes less well. That is why the bakery cooperates with other partners, here you can also for example enjoy for example Beata Kitchen ice cream and exclusive Musango Coffee House coffee.

The company Namai be gliuteno is a great example to show people that healthy food is even more delicious because it brings a sense of lightness and wellbeing to the body, and it does not cause unpleasant sensations such as heaviness. The founder sees it important to spread much more widely awareness on the pleasure that healthy food brings to people. She also experiences it being great to cooperate with famous Lithuanian brands and wish to continue and expand this initiative. She further wants to bake for other companies or individuals.



RESTAURANG & CAFÉ ÅNGKVARNEN

KALMAR LÄNS MUSEUM

‘Ecological and environmental sustainability are topics warm to our hearts. Therefore, we work to refine the best local produce that the surrounding has to offer, and we ensure that the entire supply chain is sustainable, from farm to fork. Care and wellbeing are built upon responsibility and honesty. These are guiding stars, for our staff and our guests.’ Andreas Juhl, Marketing manager at Restaurant & café Ångkvarnen (steam mill) is part of the Kalmar County Museum organization. All staff working at the restaurant are employees at the museum and share a genuine interest in preserving and developing the living cultural heritage of the County.

The restaurant is beautifully located in the middle of Kalmar city, in the cultural-historical building Ångkvarnen. Through the restaurant's large windows, visitors can take in the stunning view of Kalmar Strait, a beautiful, soothing blue-grey scenery, where the sky meets the sea. The restaurant collaborates with local suppliers and includes local ingredients in everything that is produced. The menu consists largely of plant-based, nutrient-dense, natural, and organic ingredients that are prepared from scratch, often based on local traditions.

The museum also organizes activities that are connected to the local cultural heritage, for example, tasting of cultural-historical, traditional dishes, and drinks.



Contact information

Restaurang och Kafé Ångkvarnen
Skeppsbrogatan 51, Ångkvarnen Kalmar, Sweden
<https://kalmarangkvarn.se>



WHY IS ÅNGKVARNEN A LEAD STAR?

The museum has a clear sustainability profile that permeates the whole organization. This implies purchasing locally produced, seasonal, organic, and natural products and offer foods with a large share of plant-based ingredients. Thus, they emphasise shortening supply chains, supporting local businesses and small-scale farms, as well as contributing to biodiversity.

On the restaurant's website, visitors can follow the raw products in the menu from farm to fork. Ongoing collaborations with local suppliers and producers are presented, and visitors get inspired to visit the farm shops as pleasant tour destination. Depending on the season and the availability of raw materials, amongst others, gluten-free, lacto-ovo and lactose-free meals are offered. The staff is open and creative to make varieties of dishes available.

To inspire enjoying the food in the outdoors and movement guests are offered to buy tasteful Swedish picknick baskets (Fika baskets). Visitors are also invited to bring their own thermos mugs and water bottles to refill their coffee or sparkling water, rather than offering bottled water and take away cups.

Food and pastries are varied based on the availability of seasonal products, here, the menu is carefully planned according to the seasons and offers by the local producers. Various thematic weeks are organized to highlight the season's different raw products and to offer visitors new exciting dishes and pastries, such as the apple pie week. The dishes offered are often connected to local food traditions and are based upon locally produced raw products with intercultural influences.

There is a philosophy that food and cultural heritage create connectivity and a sense of belonging. In addition to offering traditional dishes, with local roots, the restaurant gathers new inspiration by including ideas and knowledge based on the staff's different cultural origins and experiences, both nationally and internationally. They care about including and taking advantage of the staff's creative ideas to combine tradition with new, sustainable elements.



CHALLENGES AND OPPORTUNITIES

There is a challenge in purchasing sustainable products of high quality, both raw products and other consumables from one single supplier. They often have to use several different suppliers to meet their needs, and this often contributes to increased costs and additional transports. At present, the capacity of producers that refine raw products to reach high quality products is lacking in profitability and thus is it challenging to acquire the necessary amounts. Products that do not match the quality requirements or are not possible to produce on site are excluded from the menu.

There are challenges in finding competent staff who are sharing Ångkvarnen's visions and philosophy, and that has awareness and knowledge on sustainability. Visiting opportunities are limited due to frequently full parking lots and lack of public transport close by. It is further a challenge to reach potential guests, many think they need to pay admission to the museum to be able to reach the restaurant.

Ångkvarnen has a great desire and see opportunities to contribute and support their employee's mental and physical wellbeing even more than at current. It is important that staff finds balance and harmony in everyday life and as well as at work. The restaurant aims to make their menu even more transparent and clarify allergens and ingredients in an accessible and safe way. The goal is to be able to clarify content, for example, highlighting food products that contain lactose, gluten and nuts with the help of various pictograms or icons.

Ångkvarnen's restaurant sees an opportunity in competence development when it comes to learning of the experiences from elderly people that possess knowledge of the local, traditional food heritage. The restaurant has a great interest in collaborating even more with local producers especially small-scale or micro-farmers, and to buy quality products grown at e.g. allotment or community gardens and to collaborate with the local farm shop community (REKO-ringen).

OSTSEEMÜHLE

OILS AND CAFÉ

At Ostseemühle café guests may enjoy a break from their daily routine and browse through the many books in a reading corner and pick up some recipes to bring home. Guests slow down and take in the charming atmosphere or take a look into the production of oil. The staff is happy to share their experiences with the products and answer questions.

‘We want to promote healthy, regional food and products – in our shop as well as in the café’.



Contact information

Ostseemühle

Dorfstraße 14, 18320 Trinwillershagen, Germany

www.ostseemuehle.de



WHY IS OSTSEEMÜHLE A LEAD STAR?

The aim of the Ostseemühle company is to offer healthy regional products in a wellbeing atmosphere. The company is composed of a café, produce oils, and a shop. In the café home-made cakes are served together with freshly brewed coffee. There is a collection of books on a healthy lifestyle and healthy cooking and baking that can be read while staying in the café. Furthermore, a collection of recipes is available for all guests to take home. The coffee served in the Ostseemühle is roasted in a nearby roast house which is engaged into wellbeing tourism as well.

Ostseemühle also produces several different oils. By the end of the manufacturing process, there are lots of valuable products apart from the oil, which are commonly viewed as waste. In order to use the maximum percentage of the raw material and thus be as sustainable as possible, the team decided to develop procedures on how to handle the remaining resources. The dry leftovers after the oil is pressed out are for example milled into flour which is used in the kitchen to bake different cakes for the café and guests may also buy it in the shop. The offers vary from “Grandma’s old recipes” to modern own creations. They do however have one thing in common, ingredients from the oil production.

CHALLENGES AND OPPORTUNITIES

Wellbeing is an essential part of life, customers appreciate the healthy products and welcoming atmosphere at Ostseemühle. It is important for the company to preserve this in the future as well. The great atmosphere is also important for the wellbeing of the staff. New ideas and input from the staff is highly appreciated. At Ostseemühle they want to develop the business together with colleagues and guests.

MULDIVERSET

RESTAURANT, FOOD STORE & EDUCATION

Muldiverset is an initiative that aims to reconnect guests to nature. Based on an underlying idea of how the ideal food system should function, Muldiverset is a restaurant, food store, educational institution, bakery, food producer all based on very strong ideals and principles of 100% organic or biodynamic food, local produce, sensory gastronomy and connections between people. The underlying idea is to equip the guests with experiences that gives a holistic view on the food system, nature and society and in that way give people a sense of belonging and community. Furthermore, Muldiverset is a sustainable and circular organisation without food waste, primarily sourcing from local farmers and with a preference for regenerative farming practices. The restaurant is surrounded by a large garden being run according to permaculture principles. Muldiverset is located in an old farmhouse in a tiny village, surrounded by the scenic landscape of the peninsula Jungshoved.



Contact information

Muldiverset

Stavreby Strandvej 36, 4720 Præstø, Denmark

www.muldiverset.dk



WHY IS MULDIVERSET A LEAD STAR?

Muldiverset is a 100% idealistic organisation working for a higher purpose, to take people on a 'bildung journey' leading to a better and more sustainable food system, eventually resulting in health and wisdom. This is done by demonstrating that it is actually possible to live the vision, create unique taste experiences by local, organic or biodynamic produce, connect to the surrounding society, build a community of people, make guests and customers understand that there are significant health benefits, physical and mental, by this kind of holistic thinking.

CHALLENGES AND OPPORTUNITIES

For the owners of Muldiverset there are no challenges. For them it is a matter of believing in what they do, have a strong vision and create an ideal state. It is important to understand that for Muldiverset, wellbeing is not a goal in itself, but a consequence of what they do. They are starting a number of new initiatives around food and community, also in other locations, that will work after the same principles.



MANNA68

VEGAN RESTAURANT

Manna68 is a full-service vegan restaurant in Gdansk. Besides their signature of vegan dishes, they offer an exceptional tea and coffee. People often think that vegan dishes are dull or lack in variety, that is a myth. Manna's dishes are real art. They are healthy, and exceptionally delicious. When creating their dishes, they draw inspiration from cuisines from all over the world. Manna68 love to experiment and create their own blends that are Manna's secrets. They try to combine innovation with tradition. Once you try them, you will know why Manna68 has been rated one of the best vegan restaurants in Gdansk. At Manna68, vegan cuisine is a feast for the senses, finesse, splendour, and alchemy.

Food in Manna68 is sacred, and symbolic and it should feed not only our stomachs but also our souls. Manna68 should be a venue to celebrate life, that is what they are all about. Their guests spend long hours at Manna68: chatting, laughing, hanging out, feeling blissful and joyful at the same time as enjoying their food. In Poland people often say: 'A Guest in the house is God in the house'. This is also the motto for service at Manna68.



Contact information

Manna 68
Świętego Ducha 68, 80-834 Gdańsk, Poland
www.manna68.pl





WHY IS MANNA68 A LEAD STAR?

Most importantly, Manna 68 offers purely vegan food which means that their carbon footprint is greatly reduced, as meat produce is responsible for production of one fifth of all the carbon dioxide emissions in the world. They offer complimentary in-house filtered water to each guest which greatly reduces the production and transportation of bottled water. Secondly, their interior is designed in an eco-friendly manner, as they use a lot of wood and natural products. Thirdly, their top one priority is to create space where their team likes to work. They care about creating a great work atmosphere, where management and staff look after each other and ensure the payments to staff are fair and always on time.

CHALLENGES AND OPPORTUNITIES

In the future, Manna68 plan to expand our business to other cities in order to inspire by experience. They would like to show other businesses that implementing the ideas of wellbeing is a long-term investment that will prove profitable both to business owners and to guests. The idea of wellbeing is so natural to Manna68 which makes it difficult to talk about challenges with implementation related specifically to wellbeing. For them it is the only way.

FIDDEKULLA TRÄDGÅRD

FLOWER FARM

Fiddekulla Trädgård's vision is to supply those with love for flowers with beautiful, healthy, locally produced flowers and plants, grown in a sustainable way with both their own wellbeing and nature in focus

Fiddekulla Trädgård is a small-scale slow flower farm that offers locally grown cut flowers, plants of various kinds and other products related to gardening and cultivation. Fiddekulla grows their plants from seeds, roots, twigs, bulbs and cuttings, in a sustainable, and partly ecological way, based on their own conditions, in a calm way, both for their own wellbeing and for the nature.

In the spring and summer, the company offers self-picking of flowers from a field. The plant sales are supplemented with a farm shop where various natural, sustainable, organic, partly locally produced, and hand-crafted products are for sale. The business season is extended with courses of various kinds to benefit from the produced flowers and spread knowledge about the art of arranging flowers.

Fiddekulla aims to raise awareness and knowledge about locally and sustainably grown plants and flowers, and how the business can be carried out with care for the environment. Great emphasis is put on the personal meetings and the relationship with customers.



Contact information

Fiddekulla Trädgård
Fiddekulla 118, 360 60 Vissefjärda, Sweden
www.fiddekullatradgard.se



WHY IS FIDDEKULLA TRÄDGÅRD A LEAD STAR?

Fiddekulla highlights their natural and caring way of farming, explaining naturalness, that it is okay and even beautiful with flowers that may have small marks made by insects, bringing the customer closer to nature. Their cultivation is in line with circularity. Withered flowers are taken care of, composted and together with autumn leaves and manure, it becomes new plant nutrients for the upcoming flower season.

Fiddekulla flower farm follows the concept of 'slow flower farming'. This movement encourages customers to support the local economy and make their purchase of cut flowers more consciously. Through nearly daily posts on social media Fiddekulla makes their readers and potential customers aware of their natural, and sustainably grown flowers - in contrast to flowers that are imported and transported from other countries over long distances, or where pesticides and chemicals are used to grow the plants.

With joyful and warm texts and beautiful photos, Fiddekulla is using storytelling, to actively inform about their work, their life on the countryside and all their efforts on the flower farm 'farming with a caring hand'. Through this, Fiddekulla succeeds in creating an interest, awareness and building a relationship with their readers and clients. Fiddekulla is also posting articles with free gardening advice, e.g. how to grow, store or take care of a plant.

As a complement to the cut flowers and other plant sales, Fiddekulla is widening their opening season by providing a small farm shop. The products in general are of a good quality, genuine and useful for gardening. There is also hand-crafted art that connects to the beauty of nature. Some of the profits from the handmade products go to charity. Other products can be used for contemplation and mindful activities such as reading, writing and drawing.

In summer, sustainably produced ice-cream, and healthy ecological snacks are sold for traditional 'Fika' moments. Everyone is welcome to visit the farm, and there are paths around the property that are kept natural to make the different sections of the farm more accessible (e.g. for a stroller or walker). The flower rows on the field are also broadened to increase accessibility.



CHALLENGES AND OPPORTUNITIES

There are challenges in making the farm fully accessible to everyone. The small farm shop is placed in a traditional old farmhouse, with high steps and limited amount of space. Building ramps to make the shop more accessible would cause in too little space for shelves and products. The hosts approach this challenge by being there to help personally if needed, and some products are placed outside, in front of the shop.

The business season is extended with courses such as in the art of arranging flowers. It is however challenging to keep the farm open the whole year since the business is depending on their own flowers, and a lot of time and effort needs to be put in the farm to grow plants from bulb and seed to flowers. The hosts also need time to work with their land and the field and soil also need a time to rest.

To increase the wellbeing aspects and activities on the flower farm, Fiddekulla is planning on using pieces of land around the property to create wellbeing paths and walkways, and seating areas for 'Fika pauses' (moments to sit down and have something to drink or eat while resting). An example of a fika place is already established, in secluded place, in the middle of a lush forest piece, between beautiful trees and greenery. Fiddekulla is also planning on creating a Quiz-walk which is fun and stimulating for the mind.

Other development opportunities on the flower farm are animals. They contribute to the overall guest experience, just by being on the farm in their pastures, close to the visitor areas. Both horses and chickens present themselves observing the visitors during their 'fika moments'. Soon there will also be sheep, grazing in the forest pastures, contributing to the feeling of wellbeing and a small, traditional farm.



SENFMÜHLE SCHLEMMIN

ARTISANAL MUSTARD

The family business Senfmühle Schlemmin produces stone grounded mustard from regionally grown ingredients. In the beginning, they used mustard seeds from other German regions, but they developed regional collaborations over time. Their offer contributes to wellbeing since they support the local economy by providing jobs and orders to regional farmers.

Senfmühle aims to produce exclusively regional products from a regional supply. Therefore, they are constantly developing new products and expanding their local cooperation.



Contact information

Senfmühle Schlemmin
Hauptstraße 12, 18320 Schlemmin, Germany
www.steinhuehlensenf.de



WHY IS SENFMÜHLE A LEAD STAR?

Senfmühle was founded in the premises of a friend's business and started out as an experiment. The idea was to produce mustard in the most primordial way, coldly grinded, on a stoneground, in traditional hand work. Slowly and with care, the family started to expand the business. Their success proves they were right, people love their products. They took each next step in expansion when it was economically safe. They hired new staff when they had the budget to give them an all-year contract, no seasonal hiring took place.

Senfmühle also started cooperation with local producers for supplies. Over time, they convinced farmers in the area to grow mustard seeds. To create new flavours they used leftover fruits, for example quinces or pears. In this way they also avoided valuable food resources going to waste. Their creativity for new creations has no limits while the core value stays the same, producing healthy products with regional ingredients under fair conditions for everyone.

CHALLENGES AND OPPORTUNITIES

Since the respect for nature and people is a core value for the Senfmühle since the start, this value will remain over time. It is important to keep the balance between personal, economic and environmental wellbeing and the Senfmühle is doing their part of the local economy while at the same time respecting nature.



MIŠKO SODAI - FOREST GARDENS

BIODYNAMIC FARM

Miško Sodai Forest Gardens is a family farm that knows well all the peculiarities of organic-biodynamic farming, sowing, growing and caring for plants. The family grows vegetables and sells them to people who appreciate organic products, and also grows and collects herbs, creates recipes for medicinal teas and spices.

In the summer, the owners give lectures on organic biodynamic farming. They also offer a lecture series for children, 'Friendship of Plants and Beetles', where children can listen to interesting information about plants, bees, and other small animals. In addition to education and food products, the hostess weaves traditional Samogitian (lowlander ethnicity) tablecloths and napkins.

Miško Sodai is located in a natural, protected area of the Samogitian National Park. The farm was one of the first in Lithuania to receive a biodynamic farm certificate and the status of a Demeter label holder. This mark marks the highest quality products worldwide. Many of their products are certified organic.



Contact information

Ecological, biodynamic farm "Miško sodai"

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www.facebook.com/miskosodai/



WHY IS MIŠKO SODAI A LEAD STAR?

The Miško Sodai farm produces organic Lithuanian herbal teas, spice mixtures, various berry and herbal powders, YAM light root products, syrups, and jams. The herbs are collected in certified areas and grown organically. Everything is made by hand, in small quantities, so the products are always of good quality, has a good taste and smell delicious. For body care, plant water, natural phytols, and herbal mixtures for baths are produced from naturally grown and collected plants. As an ecological, biodynamic farm, the forest gardens are authentic, local producers, and allowed to mark their products with the Protected Areas product label – Duck.

The family gathers people with shared values around it and continuously cooperates with the nearby farm of Nijolė Makiejevienė and the apiary Honey Barn located in the neighbourhood. The Agency Litfood presented the farm as a successful example of local cooperation and short food supply chains while implementing the project ‘Healthier Food - Better Life’, financed by the Lithuanian Rural Development Program. In 2018 the farm won the first place in the ‘Baltic Sea Sustainable Farmer’ competition organized by the Nature Foundation.

CHALLENGES AND OPPORTUNITIES

The family has too much of hand work in the garden and there is a challenge in modernising the farming techniques. Another challenge is to ensure visitors use ecological measures against ticks, when most people are eager to use strong chemical remedies.

Sustainable production and consumption are key to a sustainable transformation of our societies. The Miško Sodai Forest Garden is a successful sustainable farm which can be expanded to other areas and activities. At the moment the family is working on establishing a children's day centre and family gardens in Pajuris regional park. The children's day centre will be focused on children with autism although other children will be welcome as well. The Family gardens – will give possibility for families to have their own small gardening plot where they will be able to grow strawberries, blueberries, and other plants in ecological way. In addition, organic farming trainings will be organised.



ZAKWASOWNIA VEGAN & ORGANIC

PLANTBASED PRODUCTS

Zakwasownia is a family-owned manufactory, producing healthy and organic food such as beet and other vegetable Kvass, kombucha, kimchi, and ready-to-serve meals since 2017. The company was created out of a personal need for improving health. Faced with a malignant tumour, the owners of the company began looking for natural methods to support the body affected by the disease.

With enthusiasm and joy, they put beetroot kvass in their home kitchen, according to a family recipe. At the same time, they broadened their knowledge of the brilliant properties of fermented foods, full of nutrients. Initially, they offered pickles to family and friends, and after a few months they began to share these goods more widely, creating their dream workplace – Zakwasownia. The initial need turned in to a passion, and what started as a hobby turned into a business. Today, they enjoy a company dedicated to social benefits, combined with care for the environment.

The entire team of Zakwasownia focuses on positive emotions, commitment, relationships (with employees, suppliers and customers), deeply believing in the sense of what they do, and that by changing the eating habits of their customers, they have a real impact on the length and quality of their customers lives. According to the owners of Zakwasownia, life gives us every day the best and everything we need. The best recipe for a quality life is valuable plant-based food, lots of movement, love for life and for people.



Contact information

Zakwasownia Bator Spółka Jawna / Zakwasownia vegan & organic
Ul. Wenus 73 B, 80-299 Gdańsk, Poland
www.zakwasownia.pl



WHY IS ZAKWASOWNIA A LEAD STAR?

Zakwasownia stands out from other companies with the values that are important to its owners, and which guides them in their strategic decisions. The values are: joy, health and relationships.

The hosts started the transformation with themselves. They had previously worked hard in other companies, convinced that they were contributing to something good. Finally, they were confronted with the reflection that what they were doing was also supporting consumerism, environmental destruction and even human greed. Now they believe that only business conducted in harmony with the environment, aimed at social benefit, is offers a full solution, ensuring the comfort of life and relations with clients.

Zakwasownia's activity is focused on the production of healthy, unprocessed food, based on organic plants and a policy of reducing waste. All raw materials used in the production come from organic farming, and waste from production processes is returned to the farmers and goes back to the soil in the form of compost. The products are sold, among others at health food markets, the company's own stores and in an on-line shop. The company offers its customers professional support in the selection of products and extensive knowledge about their unique health-promoting values.

At the same time, Zakwasownia is consistently building its position as a leader and expert in the field of healthy eating. The company conducts a broad educational campaign, e.g. through its presence in social media and sharing knowledge in the form of interviews and articles. As of today, they have an audience of nearly 50,000. In 2020, to complement the business, they opened a restaurant - Zakwasownia vegan & organic, combined with an organic food shop and a vegan bakery.



CHALLENGES AND OPPORTUNITIES

The main challenge for the company is to start deliveries abroad. Consumers from Germany, the UK or Scandinavia are increasingly interested in the products of Zakwasownia. Due to the high sensitivity of 'live products' such as fermented food, the entire supply chain is covered by the company's own transport. The company has a fleet and a team of drivers, offering customers door-to-door delivery but the international transport is challenging to accomplish. The owners approach this challenge with calmness. As they say, they believe in an old maxim of Buddha Sakyamuni: 'We are what we think. All that we are arises with our thoughts. With our thoughts, we make the world.'

The hosts of Zakwasownia look towards the future with curiosity. They observe the growing trend of 'self-consciousness' which favours their philosophy and products. On its basis the eating habits of Poles are changing, and they are turning to unprocessed, organic or 'green leaf' products. The owners are proud of the fact that through contact with Zakwasownia's products, and the appreciation of their taste, more and more people are switching to green veganism. In the near future, the company wants to expand its offer with a line of products enriched with iodine and magnesium, among others, as well as food supplemented with nucleotides.



FREJLEV HONNING

HONEY THAT SUPPORTS BIODIVERSITY

Frejlev Honning is situated on a farm on the island of Lolland close to the Baltic Sea. Here beekeeper Lene Frandsen 'produce honey in a loving cooperation with the bees', as she formulates it herself. The beehives are situated in flower fields, in woods and swamps in the countryside on the island of Lolland. The honey is purely natural and authentic. Nothing is added and it is not heated during production thus preserving the natural antibacterial, healing properties.

With their bees Frejlev Honning want to deliver a unique, high-quality honey, and also want to support nature and biodiversity. By telling the story of the bees and honey production, they hope to educate people of all ages to understand the need to care about nature and to work in symbiosis with our surroundings.



Contact information

Frejlev Honning
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www.frejlevhonning.dk



WHY IS FREJLEV HONNING A LEAD STAR?

The business is run with attention to all aspects of wellbeing. The honey is mainly used for consumption and the production process ensures a particularly creamy consistency that makes the honey especially delicious. The honey is produced in a way that preserves its natural healing properties and it can even be used for wounds.

The farm sows each year 10-12 hectares with bee-friendly flowers and other bee-friendly plants. This increases the biodiversity. It attracts more insects, like for example butterflies. Environmental protection is also considered in the production and packaging of the honey. The honey is sold in glass containers which can be recycled. Local cooperation is initiated and cared for. Small businesses in the area support each other, they sell and recommend each other's products. The local natural and cultural heritage is proudly promoted together with the honey. The area of Lolland is producing lots of quality fruits, for example apples and cherries. Fruit producers can also hire bees from Frejlev Honning to help with pollination.

Lene Frandsen greets everyone with warmth and wants to spread knowledge of how to preserve our biodiversity and inspire people to support nature. Talking to customers has a high priority. Schools and others are invited to visit and learn. Frejlev Honning hopes, through knowledge sharing, to be able to open the eyes of even more people so that they in the future will enjoy the higher quality taste and health benefits of the local honey, rather than focusing on saving money by buying a cheaper, less healthy, and less environmentally sustainable product. Lene Frandsen hopes to help save the bees of the area by expanding the business with more beehives and thus also support the pollination of fruit trees and bushes.

CHALLENGES AND OPPORTUNITIES

The biggest challenge is the increasing preference of both retailers and consumers for cheaper, foreign honey which is heated and not equally healthy and which is also transported over long distances. This has resulted in a decrease in the numbers of beehives. Retailers and consumers need to learn the importance of bees, to experience the better quality and taste of Frejlev Honning, and to become aware of the environmental aspect of buying local produce.

An increase in sale and production of Frejlev Honning and other local beekeepers will result in less transport of honey over large distances in Europe and even between continents, thus helping to reduce the emission of carbon dioxide. This will also result in fewer plastic containers, which are harmful for the environment but often used for imported honey.



THE SECRETS OF AMBER CATCHING

GUIDED TOUR

Since ancient times, the inhabitants of the Baltic Sea coast have cherished a special gift of the sea – amber, which to them was alike gold. Many used to believe, and still believe, that amber has magical powers that can protect against evil as well as heal. Today seaside residents and city guests have the opportunity to take a unique guided tour involving amber catching. It is a local traditional craft. Coastal inhabitants particularly until the 13th century collected amber that washed ashore, and later learned to grab it in the sea. The Amber catching tour ‘The Secrets of amber catching’ is taking place in the Baltic seaside nearby Karkle village. It is an entertainment and educational guided tour conducted by Igor Osnač, experienced guide and amber catcher.

During the tour, guests learn about the origin and properties of amber, are introduced to the specifics of amber catching and gathering, and have the opportunity to see the private amber collection belonging to the tour guide.

The vision is to keep the tradition and cultural heritage of amber catching alive and awareness of it spread to more people. It is also to make people feel connected to the nature, in particular to the sea and the gifts it can bring us.



Contact information

Tour guide Igoris Osnač
Klaipeda & Palanga region, Lithuania
www.gintalinis.lt



WHY IS AMBER CATCHING A LEAD STAR SERVICE?

When by the Baltic Sea every Lithuanian always look under their feet to spot pieces of amber. They have this habit since childhood because they always heard from older people how much this beautiful and magical gemstone is thrown ashore by the sea. However, few know the secrets necessary to know to find the amber. If you do not know those secrets, you will not find anything. If you want to make sure you find some nice pieces it is best to find professional support. Amber catcher Igoris Osnač was born, lives and works on the Lithuanian coast. Osnač, who has been collecting amber since childhood, does not consider amber catching a job, although he is able to earn money from it. It is more like a hobby and part of daily life. Some people sell amber, but Igoris keeps it at home in his private collection. Igoris started organizing excursions since there is a lot of interest in such activities among people. During an amber catching tour, he shows people his collection and how to catch the amber. Because amber has a similar density to water, there is a greater chance of catching amber during colder periods, when amber is more easily washed ashore. Igoris is looking for places where seaweed has been washed ashore after storms. The mixture of seaweed and pieces of wood thrown ashore is usually rich in amber. Seagulls, the guide's 'flying scouts', flock in such places and show where amber is most likely to be found on that particular day. The guide's experience is so great that no participant of the tour is left empty-handed and returns from the seaside with at least a few pieces of amber and a good mood, regardless of the weather conditions.

CHALLENGES AND OPPORTUNITIES

The success of the 'Secrets of Amber Catching', an entertainment and educational guided tour, very much depends on the weather and physical condition of the guide. Waves have eroded the amber layers of the Sambian Peninsula, and longshore currents carries pieces of amber along the southern Baltic coasts. During a storm, waves wash pieces of amber ashore, which means that a greater chance of catching amber is during autumns and winter periods. Thus, guests need plenty of courage to enter the cold grey Baltic for catching its gold, the amber.

An amber catching excursion on the Karkle beach fits well into the concept of wellbeing tourism. It is a unique outdoor leisure activity that includes all the necessary elements of wellbeing tourism: a sustainable lifestyle, physical, mental and spiritual harmony, active recreation, and a relationship with oneself, others, community and nature. The tour shows the guests how to feel the wind, hear the waves, and to watch what the sea can give us. There is an opportunity to increase wellbeing in people from taking part in this activity.



NATURREISEN MV

NATURE GUIDE

Naturreisen MV invites guests to explore and discover the nature in a slow way. The positive experience of the tour might inspire people to slow down and act more calmly in their daily routine.

Naturreisen MV was founded in 2012 by Martin Hagemann. Since he passed the exam as a certified nature guide he offers various products in form of nature experiences such as guided walking, biking and canoeing tours. The sustainability aspect is of importance to him, and he passes this on to his guests and inspires people to slow down and be aware of their surroundings.



Contact information

Natureisen MV

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www.naturreisen-mv.de



WHY IS NATURREISEN MV A LEAD STAR?

Naturreisen MV allows only a limited number of participants per tour. For example in a canoeing guided tour along the river Recknitz, there are maximum 12 guests participating. This allows for individual talks and questions, the interaction between the tour guide and guests is on a more personal level. In addition, a maximum of five boats are allowed – to protect the quietness and integrity of nature. The certified nature guide points out special needs and requirements of the nature during the tour. Guests learn about how human beings influence the daily life of animals and plants along the river. With some luck and patience visitors may spot rare and elusive species like beaver, rare eagle or kingfisher along the way. They receive information about what those species need and what endangers them. Naturreisen MV also provides information about edible plants along the riverbank and hands out samples of them to his guests to taste. The calmness and awareness the guests experience on a guided tour support the wellbeing of the body, mind and soul, and at the same time they are aware of the wellbeing of nature.

CHALLENGES AND OPPORTUNITIES

The level of wellbeing guests may experience on a tour depends on several aspects, the weather, the animals showing up, and the acceptance and openness of the participating guests. Sometimes people are disappointed when their expectations are not met such as when only few animals can be seen or there are clouds covering the sunset. The tour guide makes the effort to always make people aware of the smallest things and points out the beautiful aspects of all kinds of nature experiences.

Awareness and slow-tourism is an essential part of Naturreisen MV. The company is convinced of the value and importance of its products and will keep offering them as they are to promote wellbeing. An increase of the number of guided tours is possible for the future, i.e. more than two tours a week.



MUNDEKULLA RETREAT CENTER

RETREATS, COURSES AND CONFERENCES

Mundekulla is founded on three visions that relate to different aspects of wellbeing. The first is to revive the countryside, the cultural heritage and nature in the formerly abandoned southern parts of Småland. The purpose is to show and let people experience the value and importance of nature, silence and countryside for our wellbeing, which in return enriches the region itself. The second is to create a place of inspiration for people where they can see and experience that it is possible to live in balance and harmony with each other and the environment. The third is to contribute to an international community of solidarity and peace.

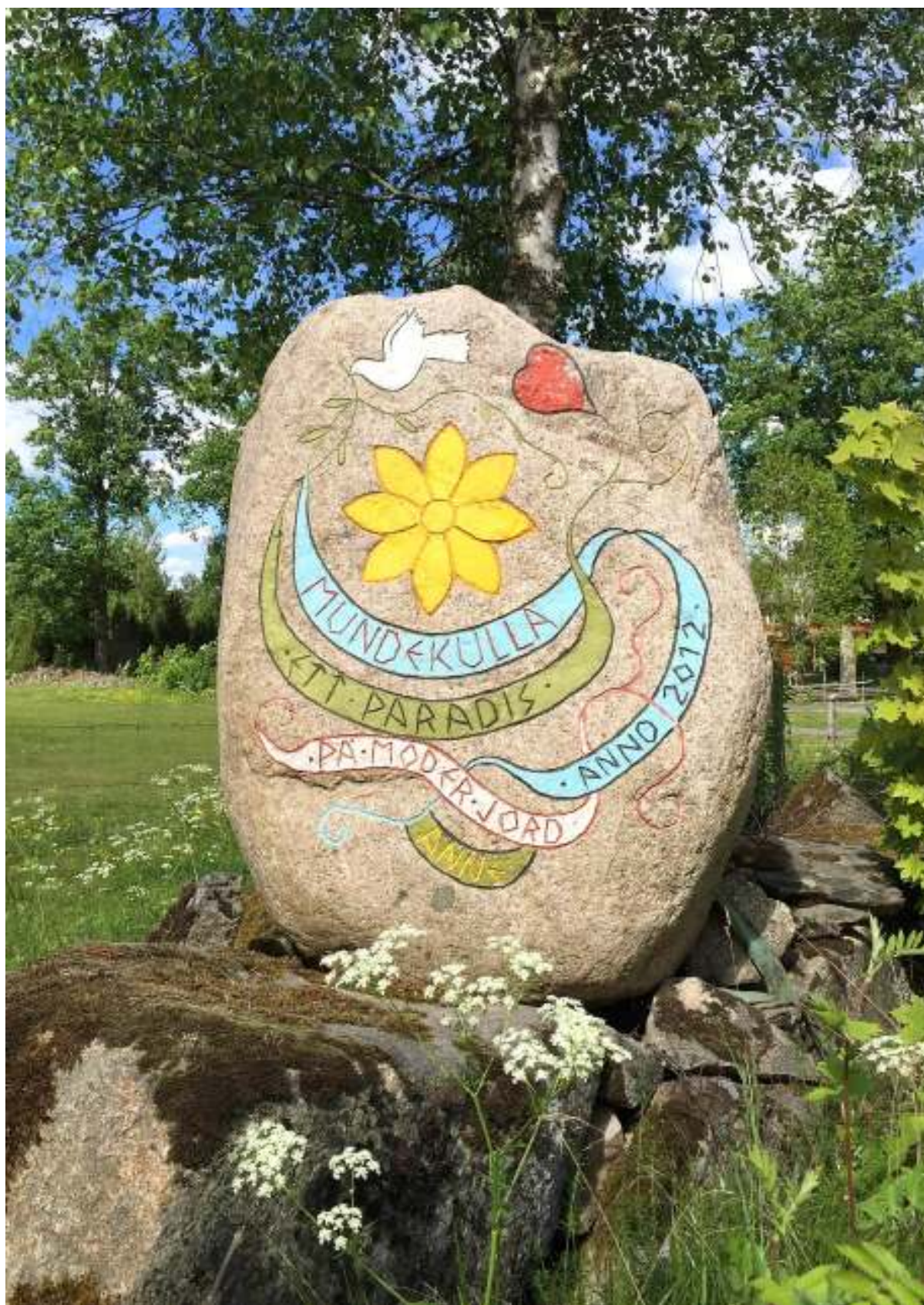
Mundekulla is a retreat and course center in Southern Sweden focusing on sustainability. Its' mission is to empower people to make a positive change in society towards a more sustainable living, personal development, creativity and leadership. Many people are searching for practical and intellectual knowledge and skills for new ways of working and living in harmony with the environment and lifestyles that are community driven.

Mundekulla is a platform where people can meet to learn from each other and knowledgeable teachers, as well as to be inspired by the sustainable foundation of Mundekulla itself. Mundekulla produce their foods based on a large variety of organic and local produce, and an organic vegetable garden. They apply sustainable building methods, forest preservation and solar energy. Mundekulla organizes its own events as well as attracts course leaders, volunteers and artists from all over the world with expertise in areas such as personal leadership, mindfulness, sustainability, yoga, forest bathing, burnout, climate change and creative expression.



Contact information

Mundekulla Retreat Center
Mundekulla 101, 361 96 Långasjö, Sweden
www.mundekulla.se



WHY IS MUNDEKULLA A LEAD STAR?

Personal development, community, creativity and sustainability are at the heart of all Mundekulla's activities. Besides offering a sustainable platform for its activities – such as sustainable buildings, local and organic plant-based meals, and green energy, the strength of Mundekulla lays in its commitment to create transformational experiences to support people's growth, learning and general wellbeing. On the one hand, this is rooted in the way Mundekulla offers the services and on the other hand it takes form in the type of activities that are offered.

The service at Mundekulla is personal and supportive of creating community. Guests receive a personal welcome, both upon arrival and during the first dinner where the Mundekulla team members are introduced. A story about the center is told and also personal stories are shared by the team on creative projects or on their own histories of moving to the countryside. Developments and projects are also shared on social media and in the different spaces. Several of the team members also offer their own workshops or tours. Other examples are that the kitchen has a large open window to the dining hall and that guests contribute practically by helping with doing dishes and taking care of workshop spaces. Core values within the team for its service and collaboration are care, kindness, peacefulness, calm, focus and balance.

The activities offered at Mundekulla are experiences that contribute to the wellbeing of the body, mind and soul. From yoga and meditation to forest bathing, dance and painting. Speakers, facilitators, teachers, artists and scientists contribute with their expertise and guests are invited to share their knowledge as well. Mundekulla has the spaces and surrounding nature to offer silence, solitude, group work and calm that can be scarce to find in daily life. The goal is for guests to reconnect with themselves and others, to learn and to return home recharged with new insights and tools for wellbeing.



CHALLENGES AND OPPORTUNITIES

The main challenge in offering wellbeing activities on a larger scale at Mundekulla is to also continuously nurture the wellbeing of the staff. This is especially so since most of the activities are concentrated in the summer and partly autumn period of the year which makes this period particularly intense for the staff and requires a flexible team, commitment, and resourcefulness. Good planning, personal wellbeing practices, as well as working with a flexible shell of freelancers and volunteers help to support the wellbeing of the team and general organization.

From a small family run company, Mundekulla has developed into an organization that has the size and capacity to engage in projects, networks and collaborations that can support Mundekulla's mission to empower people for positive change on a larger scale. Over the last years Mundekulla has started collaborating with larger institutions, such as the European Solidarity Corps (EU) and tapping into networks, such as the GEN-Europe (Global Ecovillage Network). This brings beautiful opportunities also for younger people to contribute and learn at Mundekulla.



FUNDACJA GALAR GDAŃSKI

HISTORICAL CRUISE

By returning to the roots and traditional crafts, the Foundation creates positive experiences for residents and tourists interested in exploring the city in an alternative way. Their services are built on authenticity and openness, and hosts provide full care for the wellbeing of the guests and give them a sense of being held and feeling safe. Within the 'wellbeing mission' the foundation is guided by partnership cooperation, creativity and social solidarity.

The Galar Gdański Foundation offers tourist cruises on replicas of historical Polish Galar boats. These smaller boats were popular mainly in the 18th century and are part of the Polish and Pomeranian cultural heritage, they were used to transport goods including salt, lime, zinc, soap, and grains. The boats, Galary Gdańskie, used during the cruises were designed and made for the Foundation by the best boat builder in Poland. By sailing them on a cruise there is possibility to discover Gdańsk from a completely different perspective and reach places inaccessible to larger vessels.

The Foundation provides guests with experiences that they will not receive while visiting the city with a printed or virtual guide. In addition to daytime cruises there are also cruises around the shipyard at night and cruises that allow you to relax while admiring the sunset against the backdrop of the shipyard cranes.



Contact information

Fundacja Galar Gdański
Aleja Grunwaldzka 5, 80-236 Gdańsk, Poland
www.galar.org.pl



WHY IS THE GALAR GDAŃSKI FOUNDATION A LEAD STAR?

The Galar Gdański Foundation focuses on values that fit well in with the concept of wellbeing tourism. In addition to its cultural and educational value, the foundation's offer promotes active and sustainable leisure, as well as mindfulness-based travel aimed at collecting positive experiences.

The cruises take place in an intimate atmosphere (up to 12 people), on a spacious and open deck, allowing guests to feel at ease and special. At the same time, all safety standards are met on board, so that travellers can focus solely on the experience of the selected route. The small number of passengers allows for direct conversations with the skipper who, with his interesting stories, creates a unique atmosphere and relations with the guests.

The hosts foster the promotion of tourism assets of the city and the entire Pomerania region. They encourage tourists to build their memories from visiting Gdańsk on activities and experiences going beyond the usual paths. The Foundation maintains, develops and promotes the cultural heritage of the region, actively cooperating with local organisations, authorities and city tour operators. It is also engaged in increasing the wellbeing of the local community. This is reflected inter alia in supporting children from orphanages and their professional activation, which is an important aspect of the Foundation's mission.

In addition to socio-economic issues, the Foundation pays great attention to the aspects of sustainable development and sustainable tourism. The boats are natural - made of spruce trees, built in accordance with tradition by masters of boatbuilding. The engines are gradually being replaced by electric motors. To further minimise the impact on climate and the environment it is planned to include solar panels to power the boats. The boats are adapted to individuals with special needs. In addition, the Foundation integrates and activates local community and creates space for employment of people at risk of social exclusion.



CHALLENGES AND OPPORTUNITIES

Currently, the greatest challenge for the Foundation is the prevailing epidemiological situation that started in 2020. The target group and its needs have completely changed. In previous years, the customers were mainly foreign tourists, and in 2020 it was mainly Poles. The Foundation has adapted the offer so that each client feels special, cared for, seen and appreciated. The small, intimate boats have been adapted to meet current sanitary requirements. Thanks to this, skippers are able to create a friendly and welcoming atmosphere and keep the guests active despite the currently required social distance.

The Galar Gdański Foundation is sincerely interested in developing and expanding its offer with new wellbeing services. It also wants to promote the idea of wellbeing tourism in cooperation with other organizations and associations, thanks to the 'River Cluster - Discover Wisla River' initiative. The Foundation is also considering opening a living boatbuilding museum, through which tourists will be able to gain unique experiences anchored in Gdańsk culture.

VILLA FJORDHØJ

A HEALTH AND CONFERENCE VENUE

The vision of Villa Fjordhøj is to be the Eye of the Hurricane, a place where you can land in yourself and find peace, rest, joy, and harmony while the world outside whizzes by. Guests should feel that Villa Fjordhøj is run by love for people and for nature.

Villa Fjordhøj is a Health and Conference Venue with 23 rooms situated in the town Skælskør in Denmark, 80 minutes from Copenhagen. It offers stays with accommodation, healthy meals and wellness offers for individual travellers and for groups on courses or retreats. The elegant main building from 1916 is beautifully surrounded by a park-like garden that faces the fjord.

A wide range of facilities and services both indoors and outdoors allows guests to find peace and harmony.



Contact information

Villa Fjordhøj
Rådmandsvej 23 B | 4230 Skælskør, Denmark
www.villafjordhoej.dk



WHY IS VILLA FJORDHØJ A LEAD STAR?

Villa Fjordhøj is dedicated to bringing harmony and wellbeing for body, mind, and soul. The place itself expresses harmony and is peacefully located. The main building is a beautiful sight, and the park-like garden extends down to a fjord overlooking the water to fields and the picturesque town, Skælskør, with old, maintained houses and a marina.

Villa Fjordhøj has a wide range of facilities for spa and courses for guests. There are wilderness baths, an octagonal yoga hall called 'the temple', meditation rooms with gongs and a Finnish sauna at the edge of the water. More than forty different wellbeing services are offered in collaboration with the area's service providers which forms a community. The services include everything from massage, detox and reflexology to clairvoyance, sound healing, and drumming. The park-like garden houses has beautiful views of flowering beds and the fjord. There are several terraces, sun loungers, a fire pit, a greenhouse, a Willow cabin, and a private jetty. It is also possible to rent sea kayaks.

The soul and history of the place as a former private residence and convalescence home is carefully integrated. The beauty of the place is also the unpolished old furniture, original windows, weeds blooming along with the roses. This contribute to the atmosphere, which is informal and relaxed. The host wants people to feel at home. Guests are free to borrow a book from the library and even take it with them if they did not finish reading it there. Meals are served in the dining room but can be eaten wherever preferred both indoors and outside. The catering is organic and adapted to seasonal ingredients. As far as possible, locally produced raw and organic ingredients are used. The kitchen has a special focus on reducing food waste, the minor amount of food waste is used as biofuel for energy production.



CHALLENGES AND OPPORTUNITIES

Sometimes there are challenging decisions of what is the most sustainable action to take. For example, the building has the original windows made of heartwood, which is lasting when given appropriate maintenance. However, since they only have a single-layer of glass, new windows would reduce the use of energy to heat the building. On the other hand, new windows would be less durable and need more frequent replacement. This brings uncertainty what would be the best solution for the environment. Until more insight on that, Villa Fjordhøj will retain the original windows. Some guests expect their own shower and toilet which is offered in an extension with new rooms. To preserve the style and history and customer experience of the main building, it has been decided to continue having showers and toilets in the hallways. However, this means opting out of the more luxury-oriented customer segment.

Villa Fjordhøj wish to extend their facilities with an infrared sauna. They also see a potential to reach increased visibility to new guests.





Knowledge is a
treasure, but
practice is the
key to it.

- Lao Tzu

GOOD PRACTICES IN WELLBEING TOURISM – AWARENESS & INSPIRATION

GOOD PRACTICES

On the journey towards enhanced wellbeing there are numerous ways of being and actions to take, so called good practices, that can be applied and implemented, one step at a time. Indulge yourself in an abundance of some of the best examples around the South Baltic Sea, and a few from even further south in Europe. They each bring awareness on a few different perspectives of wellbeing, as well as inspiration and new ideas that may support fellow tourism companies on their journeys towards increased wellbeing.



ERIKSON COTTAGE

A GLASSHOUSE IN THE FOREST

Research shows that living in a glasshouse, completely separated from neighbours and engine noise, contributes to lowered blood pressure, lower heart rate and can make feelings of stress to decrease and instead making creativity increase. Erikson cottage made the dream of being able to offer unique accommodation bringing peace and relaxation in their paradise a reality. Imagine a house, with walls and roofs of glass, located in the middle of the forest or overlooking a lake. The two glasshouses are located a short walk from the hosing farm. One of them is located in the middle of the forest, surrounded by pine trees and tranquillity. Another one on a hill by a lake with only 150 meters to the beach.

The glasshouses at Erikson Cottage are designed by the architect Jeanna Berger, who also designed the original glasshouses for the project 'The 72 Hour Cabin' in Dalsland. Here the approach is taking the concept further with an outdoor toilet and an outdoor kitchen in the same design. In the outdoor kitchen there is a washbasin made of regional granite bedrock 'Bohusgranit'. In the glasshouse you sleep comfortably in a large double bed and there is extra heater if needed.

How to spend the days is entirely up to the visitor. An alternative is to sit in the doorway with a fantastic view and read a book. When living in the glass houses, one may choose to eat breakfast in the open air from the accompanying breakfast basket with homemade sourdough bread made from ancient grains. It is also possible to take a morning walk to the bakery on the farm and enjoy your breakfast there. Apart from spending time in the forest, on the farm or on the beach there is also access to boat, kayak, SUP and an outdoor bath.



Relaxation, joy, creativity, beauty, peacefulness, presence, caring for nature, local cooperation, prosperity, social equality, positive interaction

Contact information

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Lindås 8, 51455 Ljungsarp, Sweden
www.eriksoncottage.com



FERIENHOF SCHILFMEER

ACCOMMODATION WITH FREEDOM FOR THE MIND

The old estate Ferienhof Schilfmeer offers three separate holiday homes built into the manor buildings. Here guests are offered something extra, the old barn was built into an oasis for playfulness. It offers guests for example games for the whole family, sports equipment, a lounge area, a billiard table, equipment for arts and crafts, a sauna and an infrared cabin. The backyard offers cozy loungers, a barbecue, a playground for kids and table tennis equipment.



Relaxation, peacefulness, creativity

Contact information

Ferienhof Schilfmeer

An d. Bäderstraße 4, 18311 Ribnitz-Damgarten, Germany

www.ostseurlaub-schilfmeer.de



MELNMUIŽĖ GUEST HOUSE

A TRADITIONAL HOMESTEAD WITH SPA & RELAX

Melnmuižė Guest House is a family-run cozy homestead near the sea for peaceful relaxation. The homestead offers privacy, the countryside, a sauna, a pond, a campfire or a fireplace in the room, large spaces just for family, breeze, the smell of the sea and pines, biking trails and active recreation.

The homestead is located just 11km from Klaipeda, in the Seaside Regional Park, Karkle Ethnographic Village. For a long time it was a kind of ethnocultural reserve - a traditional, unique seaside village of fishermen and wildlife. Because of this, the attention is paid at homage to history, tradition and language by recreating and decorating the homestead with original handmade windbreaks, spindles and weathercocks and the apartments are named after the wind. Guests can stay in apartments in Finland, Saxony, Maritime, West, Auden, South or Dawn winds.

For enhanced relaxation, there is also a separate 'Vakarynės' apartment by the pond with its own bathhouse, warm sunbed after sauna, bread oven and fireplace.



Physical movement, relaxation, joy, creativity, beauty, peacefulness, presence, eliminating waste, caring for nature, local cooperation, positive interaction

Contact information

Melnmuižė Sodyba
Karklė 92282, Lithuania
www.melnmuize.lt



VANAGUPE

SPA HOTEL

Located in Palanga, next to the Baltic Sea, the 5-star Vanagupė Hotel offers the opportunity to relax and work in the unique Lithuanian seaside environment. Here the guest will find comfortable, luxurious apartments, spa centre services, and the largest and most modern conference centre on the Lithuanian seashore. Surrounded by pine trees the spa oasis is a wonderful place for relaxation and rejuvenation, where beauty and harmony come together.

There are over 100 different wellness treatments for the body, soul and mind, including an amber ritual connecting to the Lithuanian heritage. There are saunas, aroma and steam baths, an ice room, jacuzzi, gym, and comforting treatment rooms. There are several different pools: swimming, mineral water massage stream pool, princess pool and outdoor summer pool. After sessions and workshops, conference guests have the opportunity to relax in the spa, and they can always expect fresh and healthy high cuisine quality food.



Physical movement, relaxation, nourishment, creativity, peacefulness, presence, beauty, joy, fairness, positive interaction

Contact information

Vanagupe Spa Hotel
Vanagupės g. 31, Palanga 00169, Lithuania
www.vanagupe.lt



RECKNITZTAL HOTEL MARLOW

ACCOMMODATION WITH CONNECTION TO LOCAL SURROUNDINGS

Enjoy the experience of being especially welcome. The grand and light rooms of Recknitztal Hotel Marlow are dedicated to sights of the region Vogelparkregion Recknitztal. The hotel is located in the city of Marlow, surrounded by beautiful and remote nature.

Instead of room numbers the hotel named all the rooms after special places and sights of the region. To give a first impression of the region to the visitors there is also a large picture of that place in the room.



Beauty, joy

Contact information

Recknitztal Hotel Marlow

Carl-Kossov-Straße 35-37, 18337 Marlow, Germany

www.recknitztal-hotel.de



VILLA LENA

A PLACE TO FIND THE ARTIST WITHIN

Hidden in the countryside of Tuscany is Villa Lena. This Villa is more than a holiday accommodation, it is a place designed to provide a full holiday experience. At Villa Lena there is an air of “contemporary” Renaissance: as it happened at the Medici court, Villa Lena hosts different artists from all over the world, taking part in the everyday life at the Villa. At the end of a stay, each guest (i.e. artist) leaves an artwork at the Villa which are all displayed around the hotel. It is easy to get lost in the beauty of this eclectic art exhibition.

Villa Lena is also a not-for-profit organization supporting international contemporary artists working in the art and creative disciplines of all sorts, based on the principles of collaboration and multi-disciplinary dialogue. Every day, the artists of the month organize art and creative workshops for the Villa’s guests, focusing on different activities and techniques: painting, ceramics, drawing, natural dyes, and flower design. Through these activities the guests have the opportunity to reconnect to their inner artist, get to know hidden sides of their personalities and find inspiration. It is a chance to look at what is around and inside oneself and to learn new ways of expressing it. Moreover, the guests become more confident in experimenting and facing new challenges, artistic as well as those of the daily life. The workshops are moments of co-creation and active thought exchange with the other guests, experimenting new things together and meeting with like-minded people.

A convivial atmosphere is fundamental. Since Villa Lena is not meant to be an academia, it is possible to join an aperitif or a dinner under the stars with the artists, breaking the boundaries between teacher and student and creating a stimulating and yet relaxed environment where the guests feel part of a community.



Physical movement, relaxation, nourishment, presence, beauty, peacefulness, creativity, joy, caring for nature, eliminating waste, fairness, co-creation, local cooperation, social equality, positive interaction

Contact information

Villa Lena
Strada Comunale Di Toiano, 42, Toiano, Palaia PI, Italy
www.villa-lena.it



HISTORICALLY IMPORTANT PICKLES

BEAUTY, FLAVOUR AND HEALTH FOODS FROM ZAKWASOWNIA, AVOCADO VEGAN SHOP AND NOWY JANTAR

Pickling vegetables, such as beets, cucumbers, cabbage and many others, may positively affect our health and wellbeing. Historically pickled vegetables were a way for Polish families to survive the long and cold winters. Nowadays their popularity is back, you may purchase pickled products in grocery stores, make your own supplies at home or enjoy them at quality restaurants such as Zakwasownia, Avocado Vegan Shop or Nowy Jantar.

Pickles have a positive influence on our intestinal flora, which improves our immunity and general health. Their regular consumption provides the body with many vitamins such as A, C, B, E, as well as iron, potassium, calcium, cobalt and biotin. Thanks to pickling, vegetables have a longer expiration date which contributes to reducing food waste. Most often they can be found packed in glass jars that are often re-used.



Nourishment, joy, creativity, beauty, eliminating waste, caring for nature, local cooperation

Contact information

Zakwasownia: Norwida 2, 80-280 Gdańsk, Polen / www.zakwasownia.pl

Avocado Vegan Shop – ul. Wajdeloty 24 80-437 Gdańsk, Poland / www.avocadovegan.pl

Nowy Jantar – ul. Rybacka 12A/1, 82-103 Jantar, Poland / www.nowyjantar.pl



CAFÉ MUFF

CAFÉ DRAWING ON LOCAL COLLABORATION AND URBAN GROWING

Café Muff is a culinary meeting place, where wellbeing, health and sustainability are in focus. The food served is cooked from scratch, with love and respect for people, animals and our planet. There is an established partnership with small local farmers who deliver vegetables, fruits and berries. Muff is also a drop-off point for farmers and their products for customers who shop weekly. The concept 'From farmer to table' gives the opportunity for Café Muff to be aware of the choice they make when choosing ingredients. They also receive spontaneous deliveries from regulars who share their own harvests.

With respect for people and living food, Café Muff works actively to change food waste and creatively learn to use all the parts of the vegetables in cooking. They exchange ideas with guests and there is an exchange of experience between guest and host. Food leftovers become compost and eventually new soil for the cultivations on site. 'From farm to table and from table to farm'.

Boxes for cultivation are part of our outdoor serving and have an educational, sustainable and social purpose. In this way, Café Muff develops an interest in urban cultivation and bring the opportunity for increased knowledge, stronger ties between people and a positive development of the local community.



Relaxation, nourishment, creativity, peacefulness, beauty, joy, caring for nature, eliminating waste, clean transport, fairness, co-creation, prosperity, positive interaction, local cooperation, social equality

Contact information

Café Muff
Köpmangatan 19, Älmhult, Småland, Sweden
www.muffinka.se



MUNDEKULLA COOKBOOK

BEST HOTEL COOKBOOK IN THE WORLD – CREATIVE VEGETARIAN AND VEGAN COOKING

In Mundekulla Cooks retreat chef Stephanie Verstift collected all the best vegan and vegetarian recipes she developed and collected over the years of cooking at Mundekulla Retreat Center. Beside recipes, the book also gives a broad range of 'bigger picture-chapters' that dive into topics of love and creativity in the kitchen, circular gastronomy and working with local producers. The book is intended as an inspiration and creative adventure that stimulates the mind, soul and body through nourishing meals, beauty and inviting for creating meaningful gatherings with loved ones. At the same time, it gives tools and insights for cooking that threads light on the environment and invites for a more plant-based diet.

The book came into being as a creative collaboration with a local stylist, photographer, ceramist, florist and lots of local volunteers. Through crowdfunding the print became possible and within half a year almost 1000 copies were sold, locally and to over 15 countries worldwide.

In November 2020 the book received the Gourmand Awards for Best Vegetarian Cookbook Sweden and in June it was granted the Gourmand Award for Best Hotel Cookbook in the World 2021. As such the book became an inspiration for cooking, and also an example of prosperity and what is possible to create when people gather to make a small project into great success. Mundekulla Cooks has now also been translated and published in The Netherlands and in Sweden by different publishers.



Nourishment, creativity, beauty, joy, caring for nature,
eliminating waste, local cooperation, co-creation, positive
interaction

Contact information

Mundekulla Cooks by Stephanie Verstift
Mundekulla 101, 361 95 Långasjö, Sweden
www.mundekullacooks.com



THE BIRKENHOF

SOUTH TIROL REGIONAL FARM PRODUCTS AND BERRY TASTING TRAIL

The Birkenhof is a family-owned business situated at 1200 meters above sea level in the middle of the Italian Alps. The restaurant and its large terrace invite visitors to stop by and enjoy the breath-taking panorama while tasting homemade local specialties. This concept is a good example of regional value creation and direct marketing of local, regional farmer products. This business idea promotes sustainable agriculture and aims to shorten supply chains of the food and beverages served at the restaurant or sold in the farmer shop. Visitors can find a wide selection of various products, from homemade jams and juices to pickled vegetables. A special highlight and a visitor favorite is the berry tasting trail, where visitors will find over 350 different local berry bushes and 1 500 strawberry plants to taste from.



Physical movement, relaxation, nourishment, peacefulness, joy, caring for nature, fairness, local cooperation, positive interaction

Contact information

The Birkenhof
Birkenhof 20, I-39020 Schluderns, Südtirol, Italy
www.birken-hof.com/



SAREHOLE MILL

WORKING WATERMILL SURROUNDED BY NATURE AND LOCAL HERITAGE

Sarehole Mill is one of only two remaining working watermills in Birmingham, England. The location has been home to a mill since 1542 and the current one was built in the 18th century. It was opened to the public following its restoration in 1969 and is the only mill in the world with a chimney. Grain obtained from local farmers is milled within the three-story mill. The millstone grinds the corn and is separated to form flour. This process provides a unique opportunity to connect with traditional methods of making flour and serves as a reminder to visitors the effort that goes into producing food. Volunteering for the mill is encouraged and volunteer millers produce flour, bake, teach visitors how the watermill works and maintain the machinery.

In Sarehole Mill Community Shop, locally produced and sustainably baked goods and sustainably produced flour are sold. In addition, pizza, made with flour produced by the Sarehole Mill is served in an open courtyard. Different dietary requirements are considered, including vegan and vegetarian options. There is also a community garden where visitors can pick fruits and herbs. When visiting the site, guests gain a sense of peace and stillness from visiting the lake and through connecting to the local heritage. The 250-year-old mill and its surroundings even influenced a young J.R.R. Tolkien, author of *The Lord of the Rings*. The magical location and the atmosphere of the mill inspired Tolkien to create a fantasy world. The Shire was inspired by the then hamlet of Sarehole and its mill. Events are held throughout the year, including guided walks on the 'Origins of Middle Earth', nature trails and activities for adults and children alike. Sarehole Mill continues to provide generations of visitors the opportunity to experience the beauty, calm and joy of the local landscape.



Relaxation, nourishment, presence, beauty, peacefulness, creativity, joy, caring for nature, eliminating waste, fairness, co-creation, local cooperation, positive interaction

Contact information

Sarehole Mill, Birmingham Museums
Cole Bank Road, Birmingham, B13 0BD, United Kingdom
www.birminghammuseums.org.uk



NATURAL PRODUCTS OF POMERANIA

SUSTAINABLE USE OF POMERANIAN NATURAL RESOURCES WITH EXCELLENT IMPACT ON HEALTH

Recently, it has become increasingly popular to use natural resources to improve our health and wellbeing. Following in the footsteps of our ancestors, more and more often we use the goods that nature gives us in its purest form.

Natural products that have been used for centuries, such as: bee products, peat, lavender and dandelion flowers or other herbs as well as amber have shown to support as natural remedies also for several modern ailments. These products are made of local goodness, often created or processed in a sustainable way, in small manufactures, with minimal human impact on the environment. Natural cosmetics, food additives and preserves are sourced, produced and distributed, respecting the balance of nature. This is a beautiful example of symbiosis between man and nature.

Some of the most successful companies in Pomerania creating products with this care as part of their daily work and visions are Dolina Miodu (Honey valley), Lawendowa Osada (Lavender farm), and Amber dust.



Relaxation, nourishment, joy, beauty, caring for nature, eliminating waste, fairness, cocreation, local cooperation, social equality, positive interaction

Contact information

Pomeranian Voivodeship, Poland

Dolina Miodu (Honey valley) – www.dolinamiodu.business.site

Lawendowa Osada (Lavender farm) – www.lawendowaosada.pl

Amber Dust – www.amberdust.pl



AMBER DUST

AMBER-BASED SUSTAINABLE COSMETICS, LOCAL NATURAL HERITAGE & COOPERATION

Inspired by nature and the caring properties of amber, Amber Dust created the first natural soaps containing micronised amber in 2016. Amber Dust uses the beneficial effects of amber dust, macerate or acid. Amber as a natural antioxidant has the ability to fight free radicals, and the minerals it contains improve the condition of the skin. Each ingredient is checked in independent research laboratories, therefore we use only tested and certified raw materials, which give optimal beautifying effects. Instead of water, we use hydrolylants, which strengthens the caring properties of our cosmetics.

Amber-based cosmetics show deeply moisturising, nourishing and firming effects. Amber peeling smoothes the skin, the mask with amber extract perfectly moisturises it. Massage with amber increases the flow of oxygen in the blood, which results in an increase in energy, improves the ability to concentrate and improves the mood. All this is due to the influence of negative ions emitted by amber on the body. Face massage with amber harmonizes and deeply calms the mind.



Relaxation, beauty, caring for nature, prosperity,
local cooperation

Contact information

Amberdust - Sygnit - Karol Dziekoński
Grzegorza z Sanoka 13, 80-408 Gdańsk, Poland
www.amberdust.pl



KARKELBECK NO 409

AMBER HERITAGE TREATMENT AND PRODUCTS AT TRADITIONAL HOMESTEAD

The homestead of Karkelbeck No. 409 was an extraordinary find that was discovered in the summer of 2012. During a reconstruction of a fisherman's house a badge from the 19th century was found. It had the inscription 'Königliche Bernsteinwerke. Karkelbeck No 409'. Such tokens were issued by the Stantien & Becker amber mine, which industrially mined amber. It is believed that the owners of the homestead either worked in this company or collected amber themselves and had a small amber workshop on their farm. Now, after 100 years, this cultural heritage is honored by the establishment of a Royal Amber Workshop under the name of Karkelbeck No 409.

Among Lithuanians amber has a long tradition of being perceived as a material with healing properties restoring harmony, bringing calmness, removing pain and much more. Here at Karkelbeck a range of different experiences and products based on amber is offered such as amber massage therapy to bring revitalize the body, 'amber catching' by the sea after storms, amber water, and pillows, mattresses and teddy bears filled with small pieces of amber. The latter three may be purchased or rented during the glamping stay. There are also education activities such as 'Peculiarities of amber capture' and 'Healing properties of amber'.



Physical movement, relaxation, nourishment, creativity,
peacefulness, beauty, joy, caring for nature, fairness,
co-creation, positive interaction, local cooperation, social
equality

Contact information

Karkelbeck No. 409
Placio g. 10, Karklės k., Klaipėdos r. LT-92383, Lithuania
www.karkelbeck.lt



FLOWER BATHING & GATHERING SLOW FLOWERS

AT FIDDEKULLA TRÄDGÅRD

Fiddekulla Flower farm invites you to take a bath in a sea of the most beautiful nature has to offer – flowers. Here, visitors are offered to pick their own flowers during two periods of the summer season. In springtime, there are outdoor cultivated tulips, daffodils and alliums. Later in the season, during summer and until the frost arrives, visitors may pick other cut flowers to make a beautiful bouquet, for example with, dahlias, zinnias, sunflowers and grass. The bouquets may be tied directly on the field or be brought at home in a bucket to be arranged later. Visitors are also invited to just sit, enjoy and assimilate all the beauty the flower fields offer. The soil is farmed in a sustainable and small-scale way.

The concept of slowly grown cut flowers, Slow Flowers, encourages consumers to consciously buy locally cultivated flowers, which are grown in season and in a more ethical and sustainable manner compared to today's norm. In this way, the visitor supports local business on the countryside and the local economy. Visitors receive a flower scissors, a basket and can then carefully step into a colourful sea of flowers. Guests are encouraged being creative assembling their own, sustainably grown bouquet. It is a personal way of hosting and offering the products of the farm that creates a sense of participation, bring joy and happiness for the mind and soul.



Relaxation, positivity, joy, creativity

Contact information

Fiddekulla Trädgård
Fiddekulla 118, 360 60 Vissefjärda, Sweden
www.fiddekullatradgard.se



COMWELL ROSKILDE

PUZZLE IN HOTEL LOBBY

At Comwell Hotel a big puzzle on a table is available in the lobby for everybody to work on. Guests waiting in the lobby, passing by, or wanting to hang out in common areas have the possibility to engage in completing the puzzle.

The puzzle serves as a playful and creative pause. Focusing on only one thing doing the puzzle leads the thoughts away from the stress of waiting and serves a little pause. It offers the joy of placing a piece in the right spot and contributing to a joint project. It also gives guests an opportunity to get in contact with new people and a reason to start up a conversation.

For the hotel it is a very easy, low-cost way to offer wellbeing for the mind.



Relaxation, positivity, joy, creativity

Contact information

Comwell Roskilde
Vestre Kirkevej 12, 4000 Roskilde, Denmark
www.comwell.dk



PAJURIS (SEASIDE) REGIONAL PARK

REGIONAL PARK AND VISITORS' CENTER

The Pajuris regional park was established to preserve the landscapes of the continental coast, natural and cultural heritage values, biodiversity of the Baltic Sea and coast. The visitor center offers the joy of cognition expanding the sea and land: the stylized hull of a sunken ship, a nearly 650-liter aquarium with an ecosystem model of the Baltic Sea coast. In the exhibition hall the visitors get acquainted with the natural and cultural heritage of the park, the uniqueness of the mainland settlements and businesses, and there is the opportunity to test your knowledge of coastal fish, plants and animals and their habitats.

Another very important function of the center is to inform and present features of a sustainable lifestyle: the Health Trails (see also page XX), a Nordic walking path, a coastal bike trail, lectures related to wellbeing, wellbeing products and services you can find in Karkle such as pine shoots, elderberry drinks, amber, and aromatherapy pillows. For cyclists there is a drinking water column near the center. Karklė is increasingly being discovered as a spa under the open sky, interesting marketing solutions are emerging, and services are gaining deeper content.



Physical movement, relaxation, joy, creativity, beauty, peacefulness, presence, eliminating waste, caring for nature, local cooperation, fairness, co-creation, social equality, positive interaction

Contact information

Pajuris Regional Park
Placio g. 54, Karklė 92383, Lithuania
www.pajuris.info



LISESGÅRDEN

SENSORY SLOW-WALKING THROUGH THE FOREST AND CULTURAL LANDSCAPE

The small village of Gullabo lays in the middle of Swedish countryside, surrounded by abundant forests and other natural values, that are treasured for outdoor life in the municipality. Lisesgården takes advantage of the natural and cultural landscape and offers sensual slow walking through the diverse forest landscapes, forest pastures and old farmlands.

The hikes are carried out in small groups, in silence, at a slow and calm pace. At different stations, participants receive various instructions and are asked to use their senses to experience a place. Smells, sounds, textures, and feelings are highlighted during the walk. This gives the participants an opportunity to experience wildlife, nature and the cultural landscapes in different ways.

The group is held by two guides, one who leads, and one who walks in the back to keep the group together. To experience nature with all senses, in silence yet in togetherness, makes the participants feel calm and safe. They may become one with nature, focus on the present and find inner peace and wellbeing.



Physical movement, relaxation, creativity, peacefulness, beauty, joy, caring for nature, local cooperation, positive interaction

Contact information

Lisesgården

Skörebo 107, 385 92 Gullabo, Sweden

www.facebook.com/lisesgarden.skorebo



SAUNSPOT & M15 SAUNY

BALTIC WINTER SWIMMING & SAUNA AT SOPOT BEACH

The idea of winter swimming is for each year becoming increasingly popular in Poland. It is carried out by athletes and personal trainers as well as enthusiasts. Saunspot & M15 Sauny entails winter swimming with a sauna on the beach in Sopot.

The sauna is located on the Sopot beach at the entrance No.15. The establishment offers a combination of sauna and sea, exercise and relaxation. It is an ideal place for those who go the sea in wintertime. First you may take a refreshing bath in the sea and then enter the heated sauna. There are four sauna modules at the guests' disposal, in which each one of them there are two saunas with full infrastructure - changing rooms, showers and toilets. Each of the saunas is 10m² in size and can accommodate up to 15 people. The saunas are equipped with large windows through which you can admire the sea and the winter beach. Next to the sauna is a restaurant, M15, where you may enjoy a light meal after the sauna experience.

This sauna is a great way to enjoy the beach and the beautiful scenery also during the cold season and colder days throughout the year. It also offers busy citizens of Gdansk a nearby retreat to relax and turn their attention within.



Physical movement, relaxation, peacefulness, beauty, joy,
caring for nature, local cooperation, positive interaction

Contact information

Saunspot & M15 Sauny
Sopot beach, Poland
www.facebook.com/saunspot



SALZMANUFAKTUR MV

RELAXATION AND IMPROVED HEALTH BY SALTY AIR

In Trinwillershagen you may enjoy the special atmosphere of the salt tower. Salty water is dripping down the graduation tower while calming music is playing. The special lighting enhances the feeling of relaxation when spending time next to the walls build up with salt (i.e. graduation towers). The vapor from the brine (highly saline water) fills the room with a salty fog and brings the healthy effect of salt to your lungs and skin.

The Salzmanufaktur also offer various treatments in a salt walled room, salt in many forms to bring home and salt tasting sessions.



Relaxation, peacefulness, beauty, joy

Contact information

Salzmanufaktur MV
Feldstraße 10, 18320 Trinwillershagen, Germany
www.salzmanufaktur-mv.de



PETRA HÄNSEL TOUR GUIDE

AN EVERYDAY BREAK IN THE CITY

Petra Hänsel is working as a guide in German in Scania and Copenhagen where she carries out tours according to her customer's wishes. She loves her job and is happy to show guests so called 'strawberry places', and to tell about something unusual, a work of art, a power place or the like.

A city is sometimes perceived as cluttered with a lot of people and noise, and everyday life can also be stressful with constant connection. Petra invites to everyday breaks in the city, to put the mobile phone aside and listen to oneself and the surroundings: Sit down for a few minutes, turn off your mobile and refuel. If you want to bring something warm to drink. Enjoy your surroundings with all your senses, simply take a short break from everyday life to feel good. Become grounded in the present, relax and breathe consciously, experience the city with new eyes and enjoy the moment, and perhaps you may be able to hear the wings of history in some places.



Movement, relaxation, peacefulness, positive interaction,
social equality

Contact information

Petra Hänsel – Tour Guide Sweden and Denmark
www.skaneguide.nu
petra.haensel@gmx.de



BRINE WATER PUMP ROOM

HEALING THROUGH SALINE WATERS

Highly saline waters or brine, flows naturally from St. Adalbert's Spring from a depth of 800m. Brine treatments are available for residents and visitors wishing to experience its curative power. The brine is composed of 4.3% bromide and iodine, and it also contains large amounts of potassium, magnesium and iodine. In undiluted form one may find the brine in the fountain in front of the Balneological Institute in Sopot and in the inhalation mushroom in the Maria and Lech Kaczynski Park. It is also available in a diluted form in the Brine Water Pump Room of the Spa House in Sopot. You reach the room, which also has a viewing point, using a panoramic lift.

As a visitor, one may taste the brine solution. The salty water may be used to improve health in several different ways. The brine is a valuable support in the treatment of skin ailments as well as respiratory and motor system diseases. Additionally, it may cure deposits in the biliary tract and rinses the digestive tract.

For a treatment, after consulting with a medical doctor, one may undertake a treatment where brine is taken orally, it may especially be helpful in case of hypertension, stomach ulcers, or circulatory and renal insufficiency. One may also inhale brine to improve discomfort or diseases of the upper respiratory tract and it is further possible to take brine baths to alleviate diseases of motor organs and dermatological diseases.



Relaxation, peacefulness, caring for nature

Contact information

The brine water pump room
Pl. Zdrojowy 2, Sopot, Poland.



VILLA INSIKT - DIGITAL DETOXCAMP

SPACE FOR YOUR INNER AND OUTER JOURNEY

Karina DiLucia that hosts the digital detox camps focus on the whole person and a sustainable life is the goal. Her company is quality and sustainability reviewed and certified as a VX - Västerbotten Experience company. A stay with her at Villa insight and surrounding nature by the lake Innansjön in the Swedish part of Lapland is in itself health-promoting, and the camp contributes to increased self-awareness and insight, which gives the opportunity to make conscious choices in their everyday lives that promote wellbeing and health on a physical, mental and relational level.

Being constantly reachable and connected has changed the lives for all of us, both privately and at work. As technology evolves, we also become increasingly distracted and unfocused, and we become more and more dependent and attached to technology and the internet. When our attention is turned to technology instead of to each other, it affects our lives, our relationships and our health. We communicate more than ever but meet less and less as human beings. Doing a Digital Detox is about increasing one's awareness, finding one's own strategy and a sustainable approach to the ever-increasing digital flow to maintain or increase one's wellbeing and health.

A Digital Detox is an exciting and quiet adventure, a technology-free and relaxing weekend where small groups of six participants meet and without any demands or expectations on performance. The time is spent resting and unwinding, socializing with each other and also turning the attention inwards. Participants challenge themselves and explore how they experience the feeling of not being connected and reachable. The days consist of individual time for reflection, conversation, creative exercises, and calm activities. Participants swim in the forest and experience nature with all the senses. They cook, reflect and talk, share experiences, laugh and do yoga together.



Physical movement, relaxation, creativity, peacefulness, presence, beauty, joy, caring for nature, eliminating waste, positive interaction, local cooperation

Contact information

Villa Insikt
Innansjön 38, 937 94 Burträsk, Sweden
www.villainsikt.se



KOLLBERGGÅRDEN KURSGÅRD

RETREAT, B&B AND ISLANDIC HORSES

Kollberggården farm is beautifully situated in the middle of the unique and diverse Ölandic landscape. The farm is a place for relaxation with activities that contribute to wellbeing of the body, mind and soul. Here, visitors may take part in a unique way of being with islandic horses.

At Kollberggården, all horses are carefully selected and trained to give all guests a joyful and memorable interaction. Guests and horses are matched together, and the groups are always small for a calm and safe experience. While the horse is groomed and prepared for activity, the visitor and the horse build trust, get to know each other and become aware of each other's presence in a peaceful way.

Being and interacting with animals can have positive impacts on human health and wellbeing. Interacting with horses contributes to people's social abilities, reduces stress, anxiety and support recovery when suffering from burnout. Horses and riding can increase people's desire to learn, contribute to joy and increase people's belief in themselves. Just being with a horse, observing, feeling their warmth, their pulse, listening to their breathing and to the sound of a horse calmly chewing hey, can help visitors find presence, calmness and inner peace.



Physical movement, relaxation, peacefulness, presence, joy, co-creation, fairness, positive interaction, local cooperation, social equality

Contact information

Malin, Kollberg
Kleva 108, 386 60 Mörbylånga, Sweden
www.kollberggarden.se



MITTLANDSGÅRDEN

SHEEP SAFARI – AN ENRICHING EXCURSION IN A CULTURAL LANDSCAPE

At Mittlandsgården, visitors can join a unique and exciting guided tour in the form of a sheep safari. Caroline, who runs Mittlandsgården together with her husband, is a biologist and nature guide (Ölandsguide). With passion and knowledge about biodiversity, sustainability and the love of animals, nature and cultural life, Caroline takes visitors on an enriching excursion. With a tractor and trailer, visitors are carried through a linear village, along flourishing meadows and farmland into the pastures of the unique Mittlandsskogen (Midland forest).

During the trip, Caroline informs about the unique and vulnerable cultural landscape, how it needs to be cared for in order to be sustainable and accessible to future generations. She explains about their life with sheep and about their work with landscaping. Both adults and children can learn in what way all life and vegetation are connected in a circular system.

In the pastures, visitors experience a guided tour where they can meet and get to know the sheep up close. Visitors are then given the opportunity to sit down, socialize and cuddle with the farm's kind and social sheep. This popular activity brings together different family generations, where older generations reconnect to their previous farming life and can pass on their knowledge and experiences to the younger generation that would benefit from finding a deeper connection to nature and a more natural life than many experience in the cities.



Relaxation, peacefulness, presence, beauty, joy, caring for nature, eliminating waste, co-creation, prosperity, positive interaction, local cooperation

Contact information

Mittlandsgården
Törnbottevägen 68, 386 90 Färjestaden, Sweden
www.mittlandsgarden.se



GINSVE WELLNESS STUDIO

YOGA ON THE BEACH AMONG THE PINES

Ginsve yoga studio has been active in the field of sports and wellness for more than 20 years, the organization is the first group training studio in Klaipeda. The main activities of the organization are pilates, yoga, aerial yoga, exercise for seniors and pregnant, exercise for moms with their infants, and proper posture training for children.

Wellness events, seminars, trainings are also organized, and sports and wellness projects are initiated and coordinated. For over 14 years, Golden Ginsve has been organizing outdoor events for the public in stadiums, parks and by the sea. One of the specialities offered is yoga on the beach and among the pinetree forests lining the coast. The yoga studio is environmentally aware and collaborates with local organisations.



Physical movement, relaxation, creativity, presence, beauty, peacefulness, joy, clean transport, caring for nature, eliminating waste, co-creation, fairness, prosperity, local cooperation, social equality

Contact information

Ginsve Yoga Studio
Šilutės pl. 40, Klaipėda 94137, Lithuania
www.ginsve.lt



SPA LEVANDA

SPA TREATMENTS WITH GIFTS FROM NATURE

SPA Levanda is located in a small village about 20 km from Klaipeda city in a beautiful well-groomed green garden. They use natural gifts from nature for their treatments. These are for example honey, herbs, lavender, oil, and salt. The herbs, honey and oil are obtained from local farmers while lavender beautifully bloom and is harvested in their own garden. They offer SPA programmes, procedures, baths for groups, massages, and body treatments. Afterwards you have the opportunity to enjoy a jacuzzi bath on the wooden terrace with a wonderful view of the garden.

The Levanda staff make an extra effort to take care of the mood of the clients and have a holistic approach to what they are doing for the human body. Despite SPA Levanda is located at a distance from a larger city, it is very popular destination for SPA procedures, cozy celebrations where couples, friends and groups can relax, indulge and enjoy time together. Add the sincerity and genuine concern from the staff and the result is happy and smiling clients.



Physical movement, relaxation, creativity, presence, beauty, peacefulness, joy, caring for nature, co-creation, local cooperation, positive interaction

Contact information

Spa Levanda
Pakrantės aklg. 5A, Padvariu k., Kretinga, LT-97179, Lithuania
www.spalevanda.lt



HEALTH PATHWAY

PAJURIS (SEASIDE) REGIONAL PARK

The Dutchman's cap, a hill with an over 24m high bluff, and the Seaside Regional Park Visitor Center, both located within the Pajuris Seaside Regional Park can be reached by public transport from nearby Karklė or Klaipėda. Here, on the initiative of an ecologist, director and culturologist a fine Health trail (12km) composed of three routes was established.

The trails are designed for walking in nature, and they invite the visitor to enjoy the fresh seaside and pine forest air, the green surroundings, sound of the waves and of the wind. It is possible to start walking at any convenient place, and they are all circular so you can return to the place you started from after a walk. Along the trails you will find tables with information on how many calories you burned while walking.

A future vision is that the routes expand all the way to Klaipėda city. In addition to the health trails there is also the 2km ecological nature trail called Litorina which is also suitable for children. The staff of the park is characterized as friendly, loving and caring for nature, creative and with a great sense of humor.



Physical movement, relaxation, creativity, presence, beauty, peacefulness, joy, clean transport, caring for nature, co-creation, local cooperation, positive interaction, social equality

Contact information

Pajuris Regional Park
Placio g. 54, Karklė 92383, Lithuania
www.pajuris.info



YOGATALK

CONSCIOUS MOVEMENT IN THE FOREST, GREENHOUSE OR CAFÉ

YogaTalk is a one-person company where the founder, Maria, starts from the idea that people who come to her and her events should feel welcome and be invited to participate, based on their own conditions. There is no fixed place for YogaTalk. Instead the yoga, meditations and walks are arranged in different places around the city of Växjö. Maria is also a certified nature guide and also gives information on the Right of Public Access when events are taking place in the forest. Maria starts from what she thinks is fun and what she is curious about and want to learn more about when she creates her events. There is an intention to mix culture and literature (both facts and poetry or fiction) with body movements and a meditative aspect. As many senses as possible are represented and silence always has an important role during her events. Some of the events are Forest yoga & play, Meditative walks, Conscious presence for the senses, and Poetry and words.

YogaTalk collaborates with several different actors in the local area, that Maria calls 'creative co-creators', such as; Huseby, Getnö Gård, Växjö Municipality, the County Administrative Board, Visit Småland, Studieförbundet Vuxenskolan, Handpappersbruket in Lessebo, Möckelsnäs Trädgårdar and Asa Herrgård. Yoga sessions are held in nature, in cafés, adjacent to artwork, in greenhouses and so on. Some of the previous places for YogaTalk events have been meditative walks in different locations around the lake Åsnen, next to works of art by the lake Trummen, at Teleborg castle, in a museum park, at a hotel terrace and a café. Only the imagination sets limits to what may be created. YogaTalk also contributes to selected causes that work for peace, for example through an event where the revenue was given to the Swedish Peace and Arbitration Society.



Physical movement, relaxation, creativity, presence, beauty, peacefulness, joy, clean transport, caring for nature, co-creation, prosperity, fairness, local cooperation, positive interaction, social equality

Contact information

YogaTalk – Maria Ståhl
Växjö area, Sweden
www.yogatalk.se



CREATIVE COZY SEATING AREA BY MUSTARD FARM SHOP

SENFMÜHLE SCHLEMMIN

This family business produces stone grounded mustard from regionally grown ingredients which is sold in a little farm shop. Over time, they expanded their shop to include products produced by other regional companies. They also noticed how guests wanted to stay longer in the beautiful surroundings of their backyard. Because of that, they started building up an area for guests to stay a while, enjoying a cup of coffee or a small snack. They put up beach chairs, a shelf containing books and built a wooden canopy to give shade for their guests.



Relaxation, joy, caring for nature, co-creation, fairness, local cooperation, social equality

Contact information

Senfmühle Schlemmin
Hauptstraße 12, 18320 Schlemmin, Germany
www.steinmühlensenf.de



MUNDEKULLA STRAWBALE SANCTUARY

A SPACE FOR CONTEMPLATION AND STILLNESS

The Strawbale Sanctuary is a small building situated in the meadows of the Mundekulla retreatcenter. It is a place where retreat participants may go for a moment of silence, meditation, rest or yoga.

The sanctuary is a humble human shelter in the nature that gives beauty to the grounds, as well as a dedicated place for stillness and peacefulness. The round structure of the Sanctuary is made of local natural sustainable materials, such as straw, wood and clay. A written article and small windows in the roof and walls give insight to guests into how the building was made in combination with an educational course on strawbale building. The strawbale walls keep the building nice and cool in summer and relatively warm in winter.

In the Sanctuary guests find meditation seats, pillows, a heater and a poem. It is a lovely place to rest after a good forest walk or to find a moment of contemplation during a course or festival. Some retreat groups have also used the sanctuary for singing and coaching sessions.



Relaxation, creativity, presence, beauty, peacefulness, joy, caring for nature, eliminating waste, co-creation, local cooperation.

Contact information

Mundekulla Retreat Center
Mundekulla 101, 36195 Långasjö, Sweden
www.mundekulla.se



MY OUTDOOR PASSION

CONSCIOUS PRESENCE IN THE ARCHIPELAGO

A guided kayak trip with focus on both an internal and external journey. With a kayak as the means and the archipelago as the arena the group moves according to the principle "curious discovery" in both an external and internal dimension.

The trip begins with a review of the sitting position and the forward propulsion in a kayak with a focus on saving energy in each paddle move. During the tour the group consciously shifts focus towards the feeling in the body and use the paddling as a kind of meditation during movement, that may be compared with walking meditation. After that, the focus is on the surrounding nature and to take in the archipelago with all sense.

The participants are then placed on their 'own' island and get to spend time in silence, peace and quiet by themselves. After that, the group gathers and enjoys a vegetarian lunch consisting of locally prepared Arabic food delivered by a start-up company run by two women from Syria. In connection with lunch the group reflects on the experience. On the way back the guide talks about the archipelago from a cultural-historical perspective.



Physical movement, relaxation, presence, beauty, peacefulness, eliminating waste, clean transport, caring for nature, fairness, co-creation, prosperity, local cooperation, social equality

Contact information

My Outdoorpassion
Svavelgatan 5 A, 593 38 Västervik, Sweden
www.myoutdoorpassion.se



VIDINGE GÅRD

WIND SHELTERS ALONG A STREAM

Along a 15 km long stretch of the Alsterån river where Vidinge Gård offers fishing experiences, there are five scattered wind shelters in the forest. These are free to use by locals as well as tourists, as they are generally available and do not need to be booked. You can bring your own food, for example a picnic or a barbecue, or you can buy food from nearby Vidinge Gård for your stay.

Inside the wind shelters there are benches, tables and fire wood. The nature around the shelters is calm and beautiful where you can enjoy the forest and the river that either flows quietly through the wetlands or rushes through the currents. The wildlife is rich with dragonflies, deer, moose, foxes, butterflies, small birds and even otters, sea eagles, golden eagles, ospreys, and kingfishers.

The forest offers tranquillity and birdsong, cultural heritage from the time of Orrefors ironworks, ancient monuments, buildings, roads and bridges. There are also possibilities for mushroom and berry picking.



Physical movement, relaxation, nourishment, presence, beauty, peacefulness, joy, caring for nature, fairness, co-creation, local cooperation, social equality

Contact information

Vidinge Gård
Svartshult Vidingegården 1, 364 95 Älgålt, Sweden
www.vidingegard.com



LE CEREGNE

AGROTOURISM IN THE TUSCAN COUNTRYSIDE

Le Ceregne is a farmhouse located in the countryside around the town of Pieve Santo Stefano in the Valtiberina, the valley crossed by the famous Tiber river. The facility, managed by a local family who has been working in the agricultural sector for generations, provides sustainable meals drawing on products cultivated by the owners themselves or purchased from nearby farms. Guests may also visit an oil mill for extra virgin olive oil, and a winery to taste some of the excellences of the Tuscan countryside. During the visits they learn the various stages of the process of production. Guests can also participate in a search for truffles in the woods with an expert in the field. Children are invited to explore the chicken coop where they have the possibility to feed the animals and to collect eggs.

To reach environmental sustainability Le Ceregne use photovoltaic solar panels for the production of electric energy and recycled rainwater for irrigation. The farmhouse organizes a variety of activities for the wellbeing of the body like walking, trekking, mountain biking, horse riding and archery, allowing guests to establish a deep relation with the local lands. Visitors may also get support with relaxing their minds through taking part in the yoga classes held by a qualified teacher in a large meadow. They may additionally delight their soul by exploring the ancient trans-regional religious itinerary of San Francesco of Assisi, which is made up by sanctuaries, hermitages and convents, often surrounded by beautiful nature.



Physical movement, relaxation, nourishment, beauty, caring for nature, eliminating waste, clean transport, local cooperation, positive interaction

Contact information

Le Ceregne Farm

Loc. Le Ceregne, 76, 52036 Pieve Santo Stefano (Arezzo), Tuscany, Italy

www.leceregne.it







And, into the
forest I go, to lose
my mind and find
my soul.

- John Muir

PLACES FOR WELLBEING

PLACES WHERE TO EXPERIENCE AND ENHANCE WELLBEING

Places that offer wellbeing are essential for human quality of life. These nourishing places are particularly beautiful and harmonious, often with a large share of nature or natural elements, and allow for relaxation, inner reflection, peace, connection, movement, as well as stillness. The South Baltic region is drizzling with such places and here we present a few selected gems exemplifying some of the core characteristics and qualities of a place that gifts its visitors with a sense of wellbeing.



NATURUM TROLLSKOGEN

THE ENCHANTED FOREST NATURE RESERVE

The Enchanted forest is a unique nature reserve at the north tip of the island Öland. At the entrance of the reserve is a spacious visitor centre called Naturum where guests are encouraged to learn about the area as well as its inhabitants. The Naturum is designed to attract both adults interested in nature and culture, as well as families with children of various ages. The visitor centre serves as a gate to the forest during high season. However, the enchanted forest is accessible and welcomes visitors all year around. Through the ancient and diverse forest leads several different paths and walkways. Objects worth a visit are highlighted with information boards in several languages, such as special trees, animals and ancient remains.

Trollskogen, or the Enchanted forest, is most of the year a peaceful and calm nature reserve. In high season there are more visitors, whilst during shoulder season and the cold season, the visitors are scarcer. Here you may find mighty, gnarled oaks, winding ivy, sweet twinflowers, and pines swept for centuries by the wind. Trollskogen is a truly quiet place, its green and lush forest filtrates away all human noise. What remains is the soothing sounds of the waves, the treetops moving in the wind and a few singing birds during spring and summer. This place offers harmony between sea and forest and a walk in cultural and historical footsteps.

In the visitor centre, guests can learn about the unique biodiversity of the place and why it is important to protect it. There is a small exhibition as well as different educational and exciting activities for kids, both inside and around the enchanted forest. The visitor centre is open during high season. During this time, there are several guides and a small café with refreshing beverages and traditional pastries (Swedish-fika) available. The services at the visitor centre are accessible, and the information is presented in several languages. Some of the pathways are partly wheelchair accessible and some are accessible by bike (unless there is snow or ice). There are several places that are ideal for resting, contemplating and just being, taking in the nature and its beauty. Especially in the colder part of the year, the forest is truly a place for recovery for the body and mind and a place of delight for the soul.



Physical movement, relaxation, presence, beauty, peacefulness, joy, caring for nature, social equality

Contact information

Naturum Trollskogen, Öland.
Trollskogsvägen 20, 387 75 Byxelkrok, Sweden
www.naturumtrollskogen.se



LOPAIČIAI NATURE SANCTUARY

LANDSCAPE RESERVE

The Lopaičiai educational trail is just above 2km long and situated in the mysterious Lopaičiai forest and part of the Ruškis Landscape Reserve. It is a historical complex consisting of a mound that dates back from 900-1300 AD, a supposed ancient Samogitian shrine, mythological stones, and a spring. Samogitian means lowlander and it was an independent tribe until the 14th century. They had their own language that is still spoken by minority groups in Lithuania today. Exploratory archaeological research of the mound was carried out in the 20th century. During the excavations of the Lopaičiai mound the Shrine, a dolmen, a cemetery likely of priests, pottery from 1000 AD, and other rare finds saw the light of day. An educational trail takes the visitor to Lopaičiai mound along several well-preserved features of the old Lithuanian religious sanctuary. The mound and its access are adapted for visitors, with stairs and paths. There are also information stands to introduce the visitor to each feature.

The Lopaičiai forest is one of the oldest natural forests in Lithuania as well as a sacred sanctuary. Near the mound is an ancient Samogitian shrine which is the largest open-air temple in Lithuania. These temples were usually constructed outdoors arranged with wooden pillar complexes and an altar with an eternal fire. There are stones with signs, and burial mounds, likely for priests, with immense boulders arranged in circles. The Lopaičiai stone formations are likely related to ancient religion and customs. There is also a small ravine that forms a smooth circle that has stones of various sizes preserved on the slopes, a 'desire stone' that is believed to make wishes of visitors come true, and a 'stone of fertility', which may after a visit induce an increase in the family size. On the site is also a gushing sacred spring with exquisite quality of water that is believed to have healing properties. The spring is visited frequently by people from the region that bring water home for daily use. The sanctuary shows signs of contemporary worship with candles and tokens of offerings in various places throughout the forest. The whole site with all its diverse elements is fascinating, beautiful, and mystical. It can serve as a place for a deep connection to nature, for contemplation and soulful being, as well as a playful journey stimulating the imagination. If you listen carefully, you may hear the old trees whisper secrets of the past.



Physical movement, relaxation, presence, beauty,
peacefulness, joy, caring for nature

Contact information

Lopaičiai nature sanctuary
90281, Lithuania



THE ROSE GARDEN OF SCHLEMMIN VILLAGE

A PUBLIC GARDEN FOR EVERYONE TO VISIT

Ulrike Heckmann and Wolf-Eberhard Rehfeld both love gardening. When they moved to Schlemmin years ago, they decided to build a beautiful garden for everyone to visit. The village of Schlemmin has few attractions including for example an impressive old castle. With their garden, the couple adds to the attractiveness of Schlemmin for visitors.

The beautiful and lush rose garden enchants visitors from spring to early fall. Especially the time from the mid of June until the end of July is extraordinarily beautiful, because then hundreds of roses are blossoming. Visitors can stroll around and enjoy the delightful view of the flowers and their pleasant smell. The gardeners are eager to answer questions visitors may have and share their enormous knowledge about roses and other plants. They produce rose jelly of different flavors and on special occasions, like for example the “Day of open gardens” in June each year, and they also offer rose punch as a special treat. Here and there, in between the flower beds, there are little ceramic figurines produced in their workshop situated in the garden. Several seating accommodations invite guests to relax and enjoy the beauty of the garden.

The owners of the garden are engaged in the rescue of wild animals. Hedgehogs and nestlings left by their parents find a loving home until they can move on without the help of humans. There is also an insect hotel giving room to several insect species.



Relaxation, presence, beauty, peacefulness, joy, caring for nature, local cooperation

Contact information

Rosentau Keramik
Eickhofer Straße 12, 18320 Schlemmin, Germany
www.rosentau-keramik.de



VÄSTRA HAMNEN, MALMÖ

FROM INDUSTRIAL AREA TO CITY OASIS

Västra Hamnen is a residential area in the city of Malmö in Scania, southwestern Sweden. The transformation from an industrial area to a residential zone started in 2001 with the famous bo01 where various architects co-created the diverse city scape. Despite being a residential zone, it attracts many visitors from all over the city as well as from long distance, in particular during the warmer summer months. Apart from the recreational attraction visitors also come to see the twisted over 190m rising turning torso building, now iconic to Västra Hamnen as well as Malmö city.

Västra Hamnen is a good example of how an unattractive industrial city location can be transformed into a beautiful residential and recreational space for its inhabitants and visitors. The artificial landmass that forms the base of the area also allows the citizens to get closer to nature, and make the adjacent Öresund strait waterbody more accessible. Västra Hamnen is open and welcoming to both residents and visitors to enjoy its parks, one hosting a large thematic playground, its pedestrian path that stretches along the Sea, the outlook point stretching out over the Sea and nick-named after the movie 'Titanic', the sound hills where one may enjoy handpicked music outdoors throughout the year, the many sundecks and places to access the sea for a swim or a round of standup paddle, the beach volleyball courts, the skateboard park, the outdoor gym, the two harbors for leisure boats, large grassy areas that commonly are enjoyed for picnics, and so much more. Many people of all ages and nationalities come to sit on the wooden decks along the Sundspromenaden walking path to look out over the strait towards the Öresund Bridge and Copenhagen. It is especially popular during sunsets when the sky may turn purple, red and orange over the Sea and the Danish capital.

Due to the diverse and creative landscaping and architecture visitors can always find new things to experience regardless how many times they visit. Among the maze of buildings are canals, fountains, and scattered art work waiting to be discovered. Along the sea you can find, among all the other angular rocks, large polished stones that belong to the works of art 'Diamonds are everywhere' by Sigurdur Gudmundsson. Through the treatment, the beauty of each individual stone is emphasized. The message of the art is that sometimes the beauty lies under a gray, rugged surface and through transformation the hidden beauty emerges.



Physical movement, relaxation, creativity, presence, beauty, joy, local cooperation, positive interaction, social equality

Contact information

Västra hamnen, Malmö, Scania region of Sweden



ŠAUKLIAI TUNDRA

A CLUSTER OF BOULDERS IN LITHUANIA

The tundra of Šaukliai is one of the largest clusters of boulders in Lithuania. It belongs to the landscape reserve of Šaukliai with an area of 82 ha. It stands out for its unusual unique landscape reminiscent of the tundra. Entering the Tundra of Šaukliai is like travelling with a time machine and going back to the Ice age 12 000 – 13 000 years ago. Those, who wish to familiarize with such a landscape and peculiar local flora and fauna can travel through the cluster of boulders between junipers on an exploratory serpentine path for about 2km.

The Šaukliai Tundra is an ancient landscape formed about 12 000 years ago in Lithuania when the glacier scrolling from Northeast of Scandinavia brought forward rock layers of the Baltic Sea. Now it is a Landscape reserve of Šaukliai in Northern Samogitia. The reserve and its accesses are adapted for tourists, there are stairs and paths for visitors. One may admire the tundra vegetation while walking on wooden paths. These are dwarf grasses, shrubs and semi-shrubs (cranberries, vetch, birch lichen), mostly juniper. In the summer it is not so quiet in the Tundra: bees buzz, mosquitoes roar, and birds chirp. Among the juniper you can find and try the taste of cranberries and cowberries, and there are a few types of protected plants as well. Many lizards, grey toads and gluodenas (a kind of snake) live and breed in the reserve, also, the most abundant population of black grouse in the region. There are protected plants as well. In the Tundra, there are inhabited exotic mountain rams called mouflons. This is the largest herd of mouflons in Lithuania, living in the enclosure in the wild.



Physical movement, relaxation, presence, beauty, peacefulness, joy, caring for nature, clean transport

Contact information

Šaukliai Tundra
98285, Lithuania
www.salanturp.lt



KLIF ORŁOWSKI (ORŁOWSKI CLIFF)

COASTAL NATURAL AND CULTURAL HERITAGE

Klif Orłowski is one of the most special and unique places in the Pomeranian Voivodeship. It has a captivating appearance during all four seasons of the year. The cliff can be admired from a 200m long pier as well as from the sandy beach below. The cliffs in Gdynia are some of the most precious natural heritages of the polish coastline. Visitors may appreciate the beauty of nature in the calm environment, and the place is ideal for long walks. Orłowo district is located in northern Gdynia, near its boundary with the city of Sopot.

The Klif Orłowski is one of the most environmentally interesting places in Gdynia, and part of the natural and cultural heritage of the region. It is located in a neighbourhood of a unique district - Orłowo, where you can stroll between small historical houses, where once local artists lived. Walking paths are located on the top of the cliff, as well as at the bottom. While being on the top, you can admire in peace the charming view on the Gdańsk Bay. It is a perfect spot for meditation and relaxed breathing - while sitting on the natural bench of wood on the top of the cliff. If you rather enjoy the sunrise it is advised to arrive early in the morning and go to the pier. During the summer yoga workshops are organized spontaneously by local yoga groups on the beach. If you like active sightseeing, you can reach the place using a bike path that runs all the way from the center of Gdynia to the city of Gdańsk. Some parts of the path are running through the forest where you may admire the beauty of nature.



Physical movement, relaxation, presence, beauty, clean transport, peacefulness, joy, caring for nature

Contact information

Klif Orłowski (Orłowski Cliff)
Pomeranian voivodeship, Gdynia, Poland



MUNDEKULLA ECO TOWER

LOOKOUT POINT OVER THE SMÅLAND FORESTS

The Mundekulla Tower is a 22-meter-high tower overlooking the seemingly endless forests of Småland. A man called Berndt Elmberg, that grew up on the countryside of Mundekulla, initiated the construction of the tower. In his childhood he often climbed tall trees to see what was there, on the other side of the forest. But all he could see was more forest. As one of his final wishes in life he initiated the construction of the tower to show people the beauty of the region and to share the love for nature and trees. The Mundekulla Tower has a 360 degrees viewpoint platform on top, solar panels, a conference and vision room, an exhibition room, and currently also accommodation rooms are being added. The tower is partly financed by crowdfunding efforts in which benefactors have contributed by 'buying' steps of the long staircase that goes all the way up to the top of the tower.

The Mundekulla Tower is a place of astounding beauty. In a rather flat area of Sweden, it gives the opportunity to reach above the immense 'sea of trees' of Småland. The lookout deck is a place for reflection, perspective, solitude and stillness. It creates an experience of immersion in nature: from dramatic skies and bird life, to rustling leaves in the trees and far horizons. As such, the tower facilitates a space for many different works of wellbeing: from stimulating creativity in the vision room to meditation or small music concerts on the deck. From bringing joy, presence, and beauty to overcoming potential fears of heights on the way up along the stairs.

The tower is built of wood and sustainable materials, which are partly sourced locally. Its' energy comes from solar power. The tower is accessible for retreat guests, conferences, accommodation, and educational projects. On the bottom floor of the tower an exhibition hall on the eight pillars of sustainability of Mundekulla is planned to be installed. In addition, an educational forest walk is in the making, connected to local biodiversity and forestry in which the tower is the ending point for reflection and perspective. As such it strives to be a place that contributes to a larger understanding of sustainability and care for the environment.



Physical movement, relaxation, presence, beauty, peacefulness, joy, caring for nature, positive interaction

Contact information

Mundekulla Retreat Center
Mundekulla 101, 361 95 Långasjö, Sweden
www.mundekulla.se



SPA GARDENS OF BAD SÜLZE

NATURE RESERVE

The city of Bad Sülze has a long history of salt manufacturing. An associated rehabilitation center drawing on the salt resource was built, and it quickly gained fame. Attached to the clinic, the founders designed a beautiful park for the guests to relax outdoors. Today, the spa park belongs to the city of Bad Sülze and delights visitors with its old trees and beautiful flower beds.

The spa park of Bad Sülze invites guests to linger and relax. The 13ha park with its old stock of trees, extensive rhododendron groves and flower beds enchants with its natural strength and aura. Visitors can make themselves comfortable on one of the park benches and take in the special atmosphere and nature. A special wellbeing lounge is awaiting guests opposite a pond. In its waved design, two guests can relax together and enjoy breathing the fresh air.

Those that wish to enjoy nature in more solitude may lay down on a more remote single lounge in the back of the park. Here the visitor may allow the thoughts to wander and watch the nature coming to life; birds, insects and birds of prey. In autumn, thousands of dahlia blossoms in countless colors enchant visitors. On the second weekend of September an abundance of lovingly designed flower figures are produced for the annual dahlia festival.



Physical movement, relaxation, presence, peacefulness, beauty, joy

Contact information

Spa gardens of Bad Sülze
18334 Bad Sülze, Germany



PENÅSA, ÖLAND

A PLACE FOR WELLBEING AND TRANQUILITY

Penåsa Wellbeing place is a tranquil and relaxing place, offering its visitors various possibilities for outdoor activities and stunning nature experiences. Penåsa is situated between the nature reserves Lilla Dalby and Bjärby, within the UNESCO world heritage site of Öland, the Great Alvar. These three diverse and interconnected areas together form a vast natural recreational site, offering space for activities such as mindfulness exercises, walking, meditation, biking, forest bathing and bird watching. Penåsas uniqueness is shaped by a successful and careful interplay between human and animals over thousands of years. Here, the vast barren, calcareous pastures have been grazed by sheep, horses, and cows, creating a very special environment, and good conditions for unique insects, birds, and rare plants such as orchids and lilies. The area is also rich in ancient and sacred remains, making this natural and cultural historical place an interesting playground for curious visitors to explore.

Accessibility and connection are two important factors which makes Penåsa and the nearby nature reserves unique. The old railway embankment allows visitors to cross (by foot, or by bike) and experience the entire width of the Great Alvar from the western to the eastern side, making it possible to take in and embrace the vast space in an easy and accessible way. The place invites people to spend time in the reserve to rest their mind and soul, or to stroll around and explore. Penåsa is located far away from buzzing city life, here the air is clear and the nights dark with sparkling stars. Visitors can listen to the whispers of the wind and enjoy the many songs of mother nature. During the cold- and shoulder seasons, visitors can find peace and quietness in the seemingly endlessly vast spaces, hearing nothing more than birds, the wind passing over the Alvar or through the shrubs and trees. Penåsa offers visitors a truly diverse landscape: barren, calcareous Alvar pastures and dry meadows, rich green and flourishing groves as well as lush forest oases. Together they form various retreats, offering cozy spaces for contemplation and meditation, yoga, picnics, or outdoor overnight stays. There is also an accessible resting area with windshelters, fire and barbeque places with firewood, a dry toilet, visitor information boards, picnic tables and benches. There are several cultural historical remains and together with the surrounding greenery, they create a welcoming, cozy, and secluded community area. Here visitors can choose to pause for a Swedish-fika break or settle for a whole day experience with an overnight stay.



Physical movement, relaxation, presence, peacefulness, beauty, joy, caring for nature

Contact information

Penåsa

Penåsa, Öland, Kalmar County, Sweden

<https://www.lansstyrelsen.se/kalmar/besoksmal/naturreservat/lilla-dalby-och-bjarby-alvar.html>



KARISE PERMATOPIA

A SUSTAINABLE LIVING AND WORKING COMMUNITY

Karise Permatopia is a living and working community, a sustainable, organic, and self-sufficient food system as well as a common vision of a meaningful everyday life. There are 90 sustainable houses with gardens, many common facilities and farmland. Here the approx. 220 residents create a sustainable life and a regenerative change. This visionary place is situated in connection to the village Karise in the countryside one hour south of Copenhagen. Karise Permatopia is easy to reach by public transport thanks to the nearby train station. Guests are very welcome on guided tours of the community and to the events that are offered all year. There is also a small shop offering organic products.

Surrounding an old farm building are 90 modern wooden houses. They are all ecological and breathable homes. This means that they are built as much as possible from non-toxic and sustainable materials with small ecological footprints and according to the cradle-to-cradle principle. Everyone living here engage in a part of Karise Permatopia to support the community and vision of the place. Apart from that they have their own house, life and work. The common outdoor recreational areas include for instance a quiet garden, common play areas, green common areas and paths. The areas are planned according to Permatopia's keywords: permaculture, community, movement, peace, and immersion. The goal is that all areas are functional and inviting.

The homes and large parts of the common yard are heated with geothermal heat. Permatopia's own wind turbine produces electricity for the geothermal heat pump, the common yard and the electric car charging stations. The excess heat from the heat pump contributes to heating the homes and the common yard's domestic hot water. It is the ambition that Karise Permatopia should be self-sufficient in energy. Agriculture is Karise Permatopia's natural focal point in relation to self-sufficiency, and the goal is a regenerative agriculture that can secure Permatopia's future as a self-sufficient agricultural community. In the field of agriculture, work is being done to develop a sustainable, permacultural way of treating and using the soil, where the entire production area is good to work in, beautiful to look at, inspiring to move around in, and a source of mental relaxation.



Physical movement, nourishment, relaxation, peacefulness, creativity, joy, eliminating waste, caring for nature, fairness, co-creation, prosperity, local cooperation, positive interaction, social equality.

Contact information

Karise Permatopia
Køgevej 15 B, 4653 Karise, Denmark
www.permatopia.dk





Look deep into
nature and you
will understand
everything better.

- Albert Einstein









WELLBEING MAP

Nr.	POLAND	Nr.	DENMARK
01	Amber Dust (Gdańsk)	32	Comwell Roskilde
02	Avocado Vegan Shop (Gdańsk)	33	Frejlev Honning
03	Brine Water Pump Room (Sopot)	34	Karise Permatopia
04	Dolina Miodu	35	Muldiverset Restarurant & Food Store
05	Fundacja Galar Gdański (Gdańsk)	36	Nysted Strand Camping
06	Klif Orłowski (Orłowski Cliff)	37	Villa Fjordhøj
07	Lawendowa Osada		
08	Manna 68 (Gdańsk)		
09	Nowy Jantar (Gdańsk)		
10	Saunspot & M15 Sauny (Sopot)		
11	Zakwasownia Vegan & Organic (Gdańsk)		
	GERMANY		SWEDEN
12	Bio Familienhotel Gut Nisdorf	38	Café Muff
13	Ferienhof Schilfmeer	39	Erikson Cottage
14	Natureisen MV	40	Fiddekulla Trädgård & Flower Bathing
15	Ostseemühle	41	Kollberggården Kursgård
16	Recknitztal Hotel Marlow	42	Lisesgården
17	Rosentau Keramik	43	Mittlandsgården
18	Salzmanufaktur MV	44	Mundekulla Retreat Center, Eco Tower, Cookbook and Strawbale Sanctuary
19	Senfmühle Schlemmin & Creative Cozy Seating Area & Rose Garden	45	My Outdoor Passion
20	Spa Gardens of Bad Sülze	46	Naturum Trollskogen
	LITHUANIA	47	Penåsa, Öland
21	Ginsve Wellness Studio	48	Petra Hänsel Tour Guide
22	Karkelbeck no. 409 & Amber Heritage Treatment and Products	49	Restaurang och Kafé Ångkvarnen
23	Lopaičiai nature sanctuary	50	Tofvehult – A Way Of Life
24	Melnmuižē Sodyba Homestead	51	Vidinge Gård
25	Miško Sodai Forest Gardens	52	Villa Insikt
26	Namai Be Gliuteno Bakery	53	Västra Hamnen, Malmö
27	Pajuris Regional Park & Health Pathway	54	YogaTalk
28	Šaukliai Tundra		OTHER (not on the map)
29	SPA Levanda	55	Le Ceregne (Italy)
30	The Secrets of Amber Catching	56	Sarehole Mill (UK)
31	Vanagupe Spa Hotel	57	The Birkenhof (Italy)
		58	Villa Lena (Italy)



WHERE TO GO FROM HERE?

Do you feel inspired to support the initiative of Wellbeing tourism, become part of Wellbeing International, join the Home of Wellbeing brand and network of tourism businesses or interested in any other collaboration with us? If so, contact wellbeing@lnu.se or the contact point for your region (see contact details below).

Wellbeing International

Wellbeing International is a Swedish based non-governmental and non-religious organization that aims to spread awareness on wellbeing and how to increase the state of wellbeing in society and in oneself. The organization works in collaboration with its members, that represent diverse perspectives and viewpoints, to increase awareness on wellbeing and to create conditions for increased wellbeing at the societal level notably including a thriving natural environment, positive, fair and inclusive social interaction, prosperous livelihoods and business, and at an individual level including physical wellbeing, mental wellbeing and spiritual wellbeing. The organization works to create collaborations in research and education that concern wellbeing, as well as to gather and raise knowledge on the theme. Furthermore, the organization works for collaboration and innovation, with and between actors in wellbeing in society, especially in wellbeing tourism. The organization is the caretaker of the Wellbeing Atlas website and the brand Home of Wellbeing, and is further the connecting entity between regional networks of wellbeing tourism actors in different regions across Europe. Current available networks are located in Mecklenburg-Vorpommern in Germany, Pomorskie in Poland, Kalmar County in Sweden, Sjælland in Denmark, and Klaipeda in Lithuania.

Wellbeing Atlas

The Wellbeing Atlas (www.wellbeingtourism.com) is a catalogue and geographical map displaying small to medium sized companies in tourism that share the values of the concept of wellbeing tourism as presented in this report and that fulfill at least a minimum of criteria for wellbeing tourism. The regions currently part of the Wellbeing Atlas are located around the South Baltic Sea and are parts of Sweden, Denmark, Lithuania, Poland and Germany. As a visitor to any of these regions you may enter the Wellbeing Atlas to search for accommodation, food and drinks, services and products that are in line with wellbeing. This means that these companies and places are on a journey towards increased sustainability, have a comprehensive view on health and life quality and aim to do good for themselves, their staff, guests and suppliers, as well as are mindful about ethics and fairness, striving towards making a positive contribution to the communities in which they act, as well as to the planetary community and ecosystem. Visitors can also find examples of wellbeing routes to follow during their leisure time as well as places, both natural and manmade, that allows them

to experience wellbeing. Companies and actors in tourism can enter a specific section of the Wellbeing Atlas to find educational material on wellbeing tourism in the form of booklets on different topics, supporting video material, short course modules (not yet available when this report was published), a set of tools in wellbeing to offer to clients or to get ideas and inspiration, as well as a self-evaluation in wellbeing to find out their status in relation to wellbeing or to start their registration process to become visible on the Wellbeing Atlas and thus become part of the brand Home of Wellbeing (see below).

Home of Wellbeing

Home of Wellbeing is a brand developed for the concept of Wellbeing tourism presented in this report. Each company that fulfils at least the basic criteria for wellbeing tourism are eligible to be part of the brand and refer to their company as a Home of Wellbeing. Also, villages or destinations may strive towards becoming Homes of Wellbeing. The companies and actors that are part of Home of Wellbeing share the vision of a more sustainable and prosperous society with a high level of life quality and that tourism can be one of the main contributing industries that support society and people in this direction. The companies that are part of the Home of Wellbeing brand also naturally form regional networks of companies in tourism. These regional networks are connected through the organization Wellbeing International (see above).

Learning

The Linnaeus university is offering the course 'Sustainable Wellbeing Entrepreneurship Development in Tourism' (1TR20U) directed primarily towards practitioners in tourism.

Contacts

Wellbeing International: wellbeing@lnu.se

Home of Wellbeing international network: wellbeing@lnu.se

Wellbeing Atlas: wellbeing.kalmar@lansstyrelsen.se

Home of Wellbeing regional contact points and networks:

Pomorskie, Poland: wellbeing@arp.gda.pl

Klaipeda, Lithuania: euccbaltijosbiuras@gmail.com

Mecklenburg-Vorpommern, Germany: wohlfuehlen@vogelparkregion-recknitztal.de

Sjælland, Denmark: contact@wellbeingtourism.dk

Kalmar County, Sweden: wellbeing.kalmar@lansstyrelsen.se

Social media

Instagram: [@wellbeing_tourism](https://www.instagram.com/wellbeing_tourism) / Facebook: [@wellbeingtourism](https://www.facebook.com/wellbeingtourism)

#sbwell #wellbeingtourism #homeofwellbeing #harmony #balance #wellbeing #dowellbewell #aware #honest #kind #caring #joyful



FURTHER RESOURCES ON WELLBEING

Peer-reviewed concept description

Lindell, L., Sattari, S., & Höckert, E. 2021. *Introducing a Conceptual Model for Wellbeing Tourism Going Beyond the Triple Bottom Line of Sustainability*. International Journal of Spa and Wellness.

Booklets on the wellbeing tourism concept

Melbye, K. (ed.), Steimle, M., Kohnen, J., & Lindell, L. 2020. *Introducing Wellbeing Tourism*. Danish Tourism Innovation & Linnaeus University.

Melbye, K. (ed.), Kohnen, J., Steimle, M., & Lindell, L. 2020. *How to Develop Wellbeing Tourism – Ideas for Topics and Initiatives*. Danish Tourism Innovation. [Supportive video material available]

Booklets on promotion and branding of wellbeing tourism

Melbye, K (ed.), Kucharek, K., Kohnen, J., & Sattari, S. 2021. *Branding Wellbeing Tourism - The South Baltic as a Home of Wellbeing*. Danish Tourism Innovation. [Supportive video material available]

Melbye, K (ed.), Kohnen, J., Lindell, L., Liljegren, C., Dziadkiewicz, A., & Yazi, C. 2021. *How to Promote Wellbeing Tourism*. Danish Tourism Innovation, Linnaeus University & Kalmar County administrative board. [Supportive video material available]

Melbye, K (ed.), Steimle, M., Kohnen, J., Kucharek, K., Hidri, E., Lindell, L., & Lagrosen, S. 2021. *Wellbeing Assets of the South Baltic– Unique Natural and Cultural Heritage of Sweden, Denmark, Germany, Poland, and Lithuania*. Danish Tourism Innovation & Linnaeus University. [Supportive video material available]

Video material [CC-license BY NC SA]

Pillars of Wellbeing- Wellbeing for the Mind: Creativity, Relaxation and Peacefulness. 2021. Linnaeus University. [Producer Lindell, L. Director, Film & Editor: Verstift, S.]

Pillars of Wellbeing- Wellbeing for the Soul: Presence, Beauty and Joy. 2021. Linnaeus University. [Producer Lindell, L. Director, Film & Editor: Verstift, S.]

Wellbeing Food. 2020. Linnaeus University. [Producer Lindell, L. Director, Film & Editor: Verstift, S.]

Wellbeing Hosting & the Art of Welcoming. 2020. Linnaeus University. [Producer Lindell, L. Director, Film & Editor: Verstift, S.]

Upcoming topics for publication in 2022

Target Groups in Wellbeing Tourism

Tourism Criteria for Wellbeing Tourism



AUTHORS AND CREDITS

DENMARK

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Author: Karin Melbye. Picture credits: Villa Fjordhøj

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- 146 Recknitztal Hotel Marlow**
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- 176 Salzmanufaktur MV**
Author: Manuela Steimle. Picture credits: Salzmanufaktur
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