



## Body

Take care of your body, embrace it with love, exercise for happiness, eat healthy organic food, drink plenty of water, breathe.  
Be #harmonious

## Soul

Connect with yourself, share joy and care for others. Experience the art and the sounds of nature.  
Be #connected

## Economy

Contribute to a fair economy where the planet and the people are prioritized over profit. Strengthen the local economy. Think and act #different

## Mind

Take care of your mental and emotional health. Read a book, meditate, do yoga, make time for yourself, be in silence, make new friends, have a nice conversation.  
Find #balance

## Environment

Benefit from the ecosystem services in a sustainable way and live within the planetary boundaries. Reduce energy usage and promote recycling and reuse as well as renewable energy sources. Take care of the planet and our environment, reduce waste and greenhouse gas emissions. Be #smart

## Society

Enjoy and take care of our cultural heritage, support the local business and the local people. Stand for equality, sustainable leadership, inclusiveness, and diversity. Be #caring

SB WELL

WellBeing Tourism in the South Baltic Region  
Guidelines for good practices and Promotion

Together we can reduce  
the negative impact of tourism  
and increase the benefits  
of meeting others, caring  
for nature and protect our  
cultural heritage

- SB WELL team

Find us on:

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SB WELL



European  
Regional  
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South Baltic – Homes of Wellbeing