

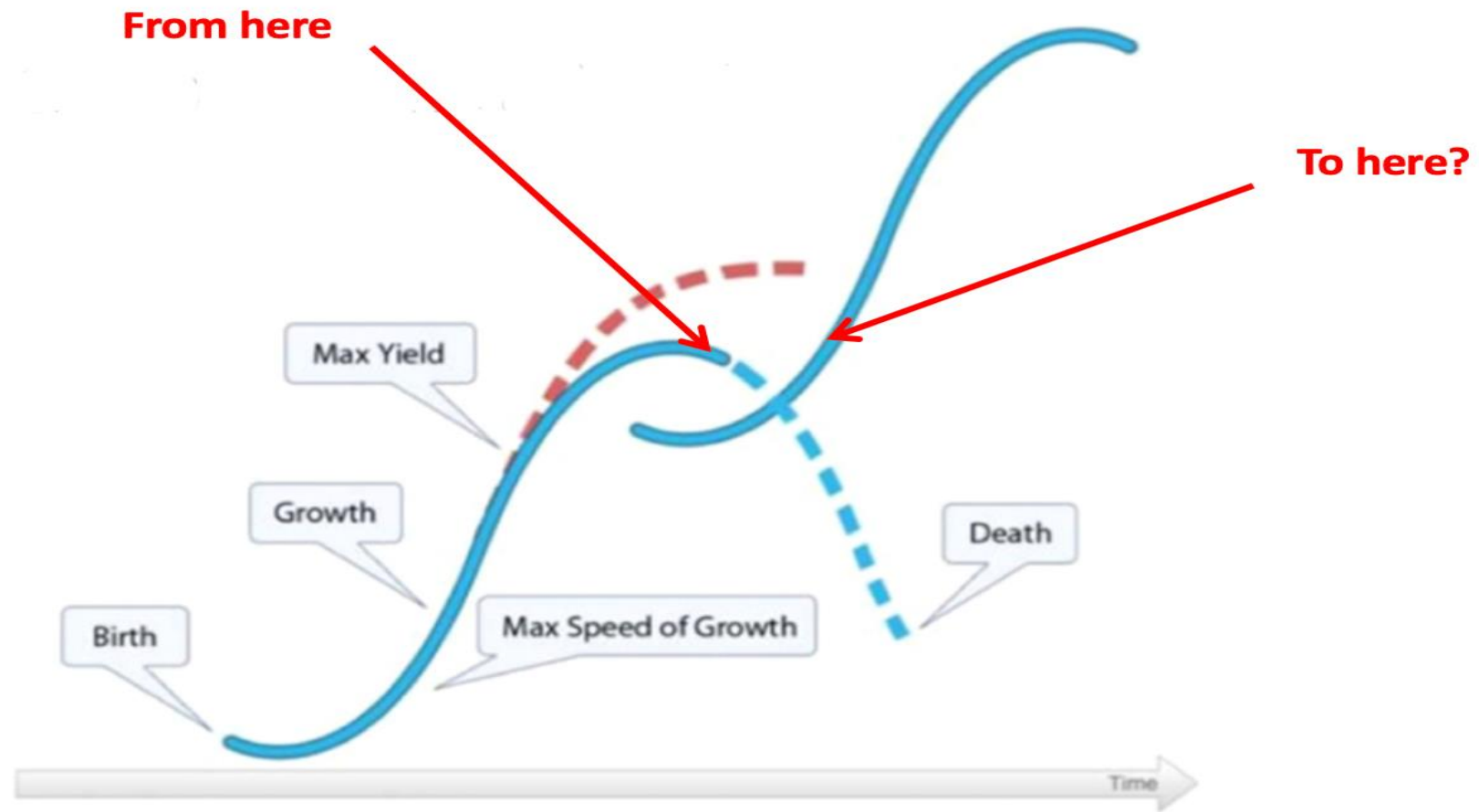
# REGENERATIVE TOURISM: Towards a Healthy Nordics

OCTOBER 19<sup>th</sup> 2021

Anna Pollock, Founder,  
Conscious.Travel



# WHERE ARE WE?





# We've Been Here Before

*"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us....."*

A Tale of Two Cities, Charles Dickens  
1859





# This image portrays what I've been seeing

Business (LIFE) As  
It Could Be!

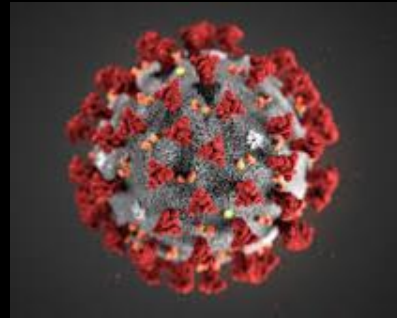
Business as Usual





# Anna's Opening Statement to ETC

February, 2019



*Global tourism, as currently practiced, is underperforming, highly vulnerable, and heading towards a breakdown.*

*Its operating model is no longer fit for purpose and needs to be replaced*

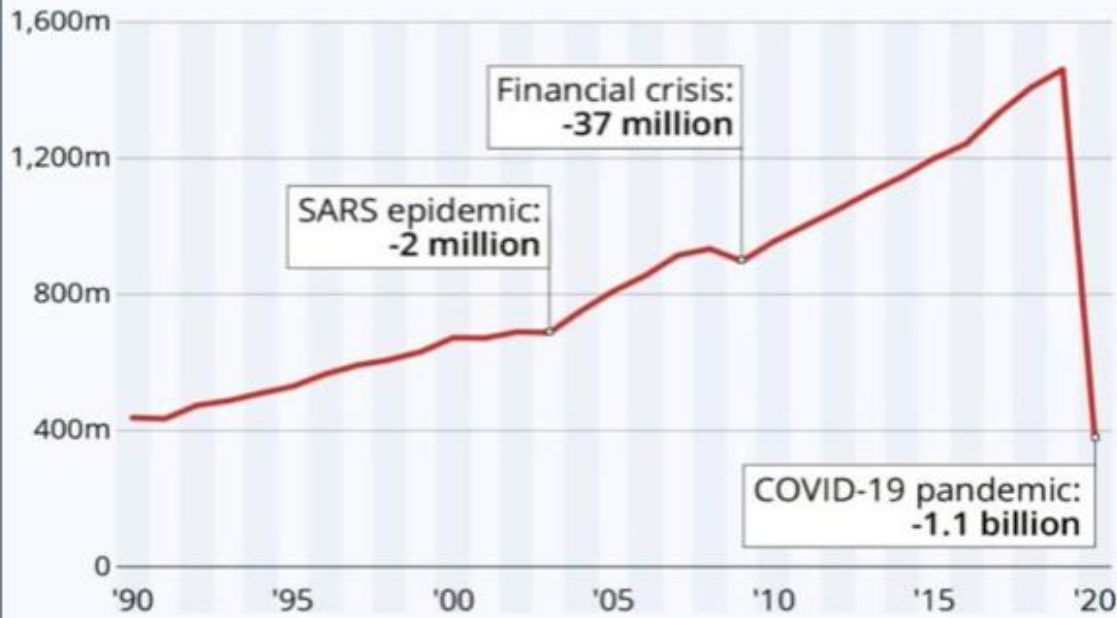
## IRONY OR TRAGEDY?

What's it going to take for tourism to seize the opportunity?



### Tourism Back to 1990 Levels As Pandemic Halts Travel

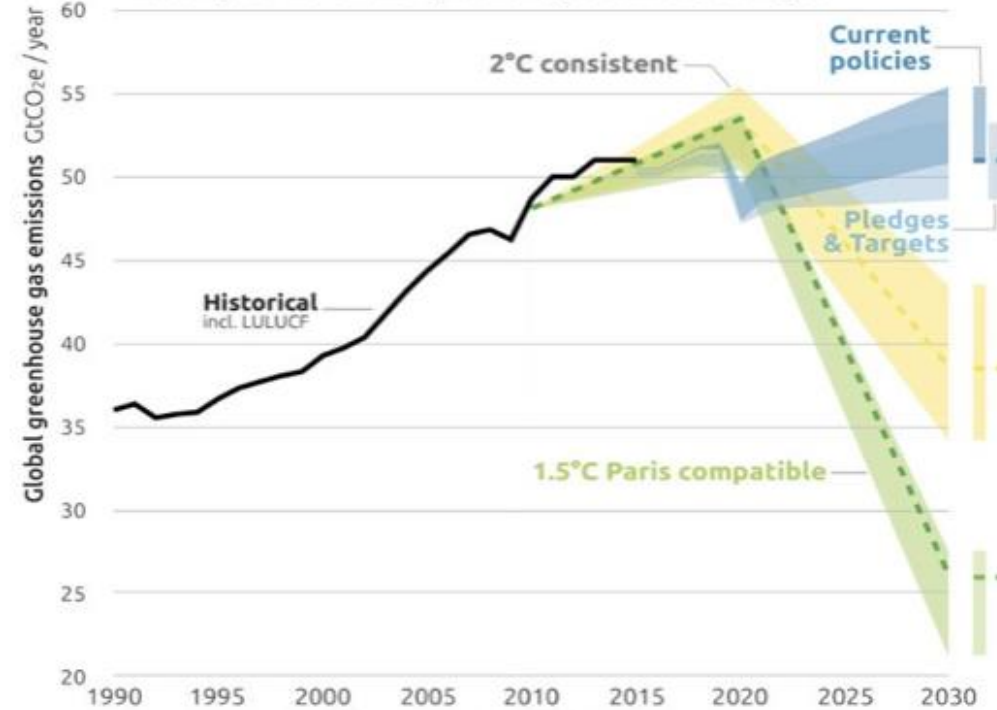
International tourist arrivals worldwide since 1990



Source: UNWTO

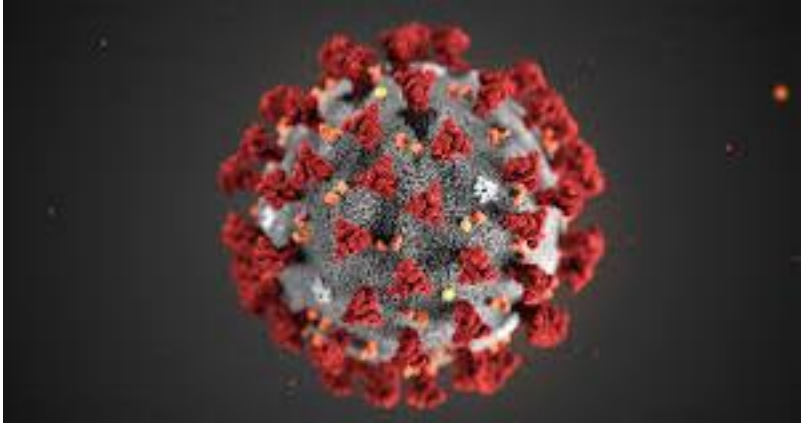
### 2030 EMISSIONS GAPS

CAT projections and resulting emissions gaps in meeting the 1.5°C Paris Agreement goal vs 2°C Cancún goal



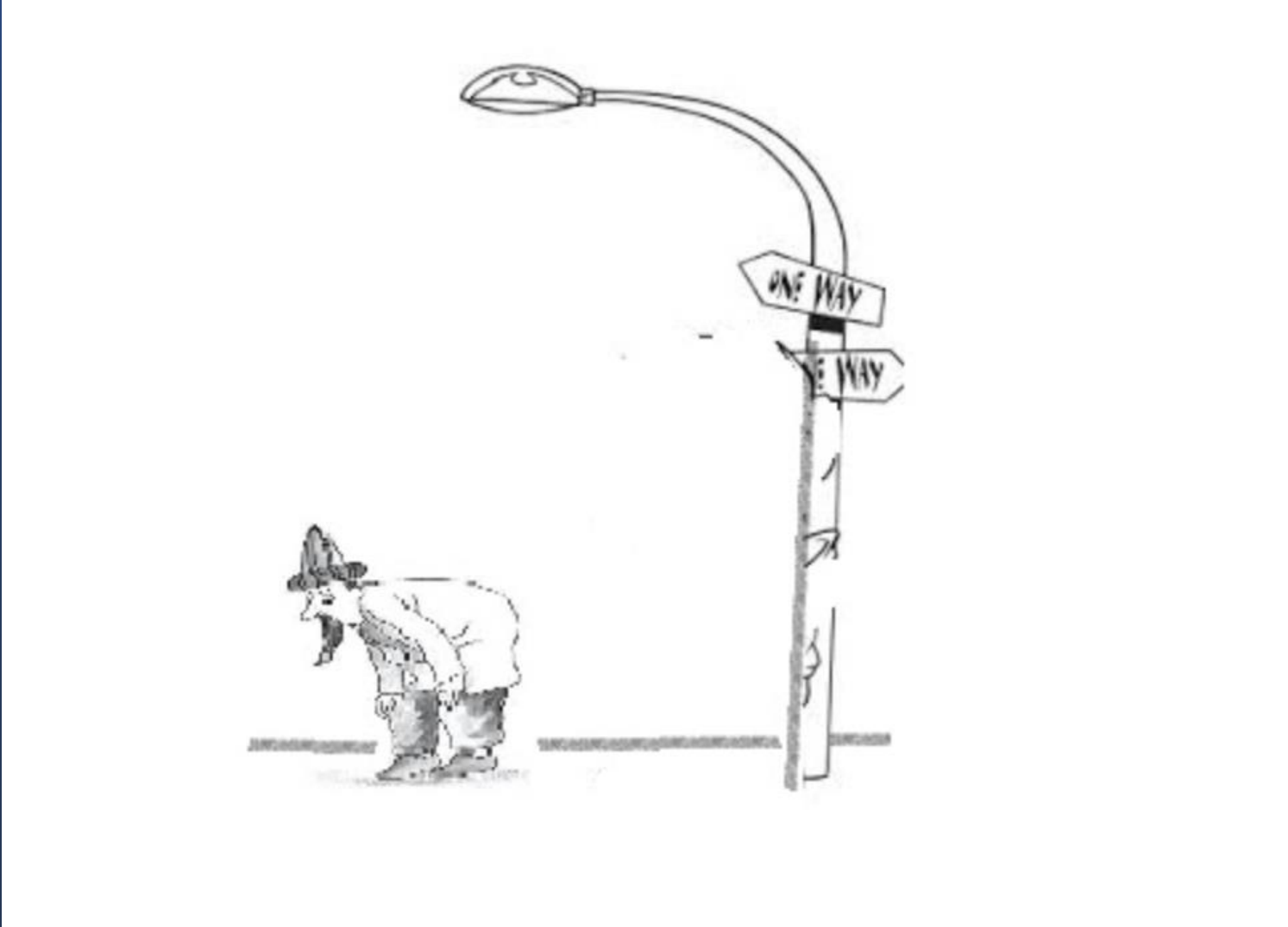
The "gap" range results only from uncertainties in the pledge projections. Gaps are calculated against the mean of the benchmark emissions for 1.5°C and 2°C.



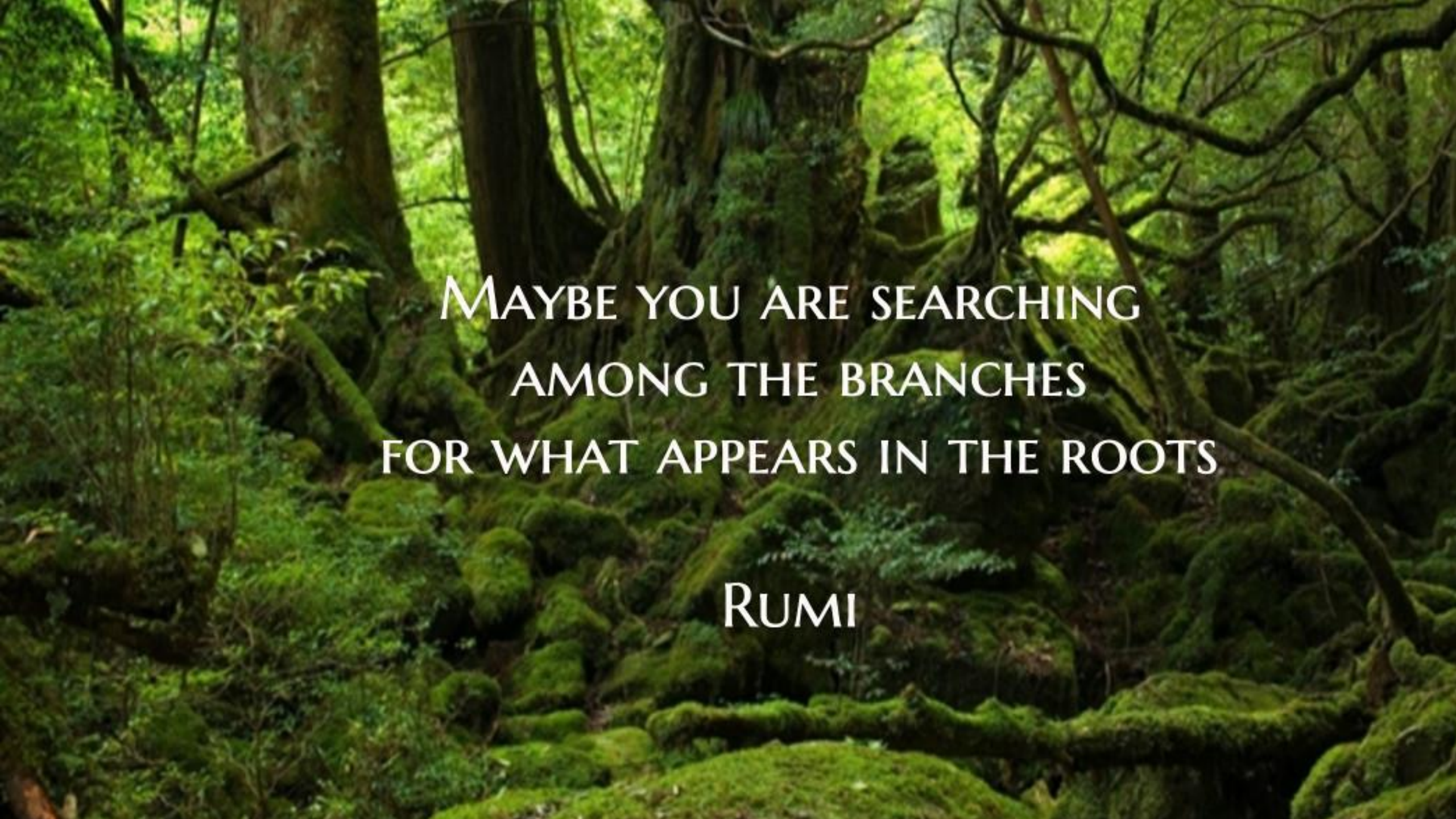


Lots of “wicked” problems

**MULLAH NASRUDDIN'S TALE OF THE MAN WHO LOST HIS KEY**



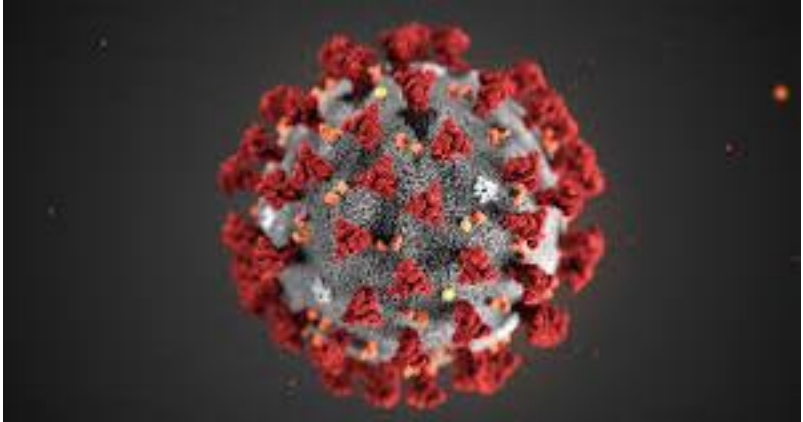


A lush green forest scene with moss-covered tree roots and branches. The text is overlaid in the center.

MAYBE YOU ARE SEARCHING  
AMONG THE BRANCHES  
FOR WHAT APPEARS IN THE ROOTS

RUMI





Symptoms Not Problems



# Are we radical enough – prepared to look at ROOT Causes?



# WHAT IS THE ROOT CAUSE OF TODAY'S CHALLENGES?

## “A Crisis in Perception”



The filters, the lenses through which we see and make sense of our world are inaccurate, obsolete and unfit for the world we live in.

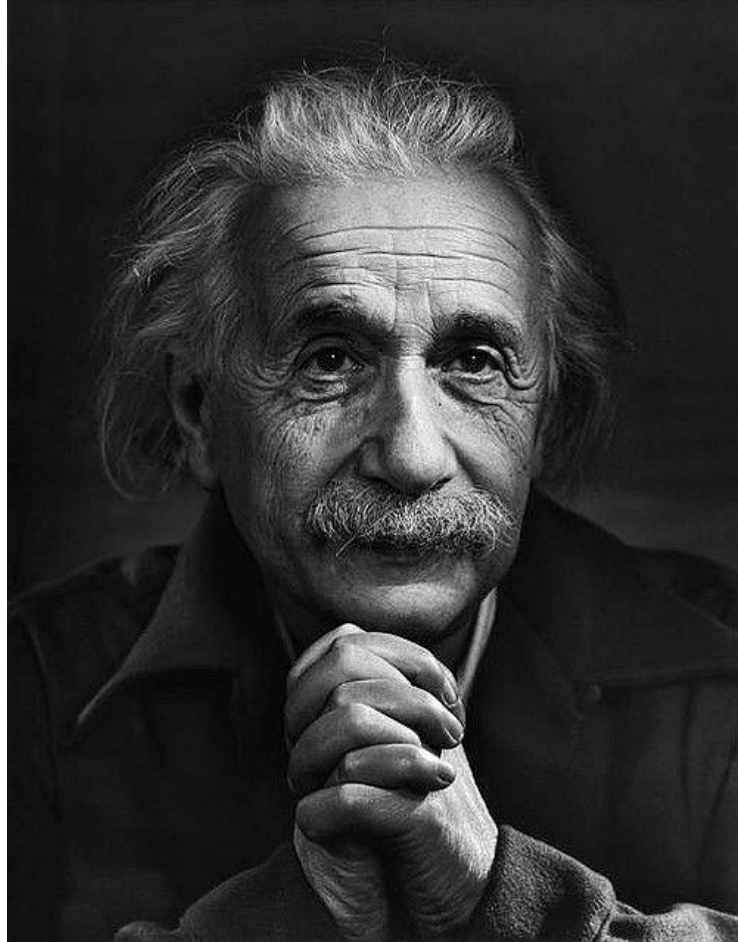
Filters are **personal** and created by our **beliefs and assumptions** taught by our culture and **personal experience**



**Our way of seeing has been smashed into fragments**



# So EINSTEIN WAS RIGHT



*“The world we have created is a product of our thinking; it cannot be changed without changing our thinking.”*

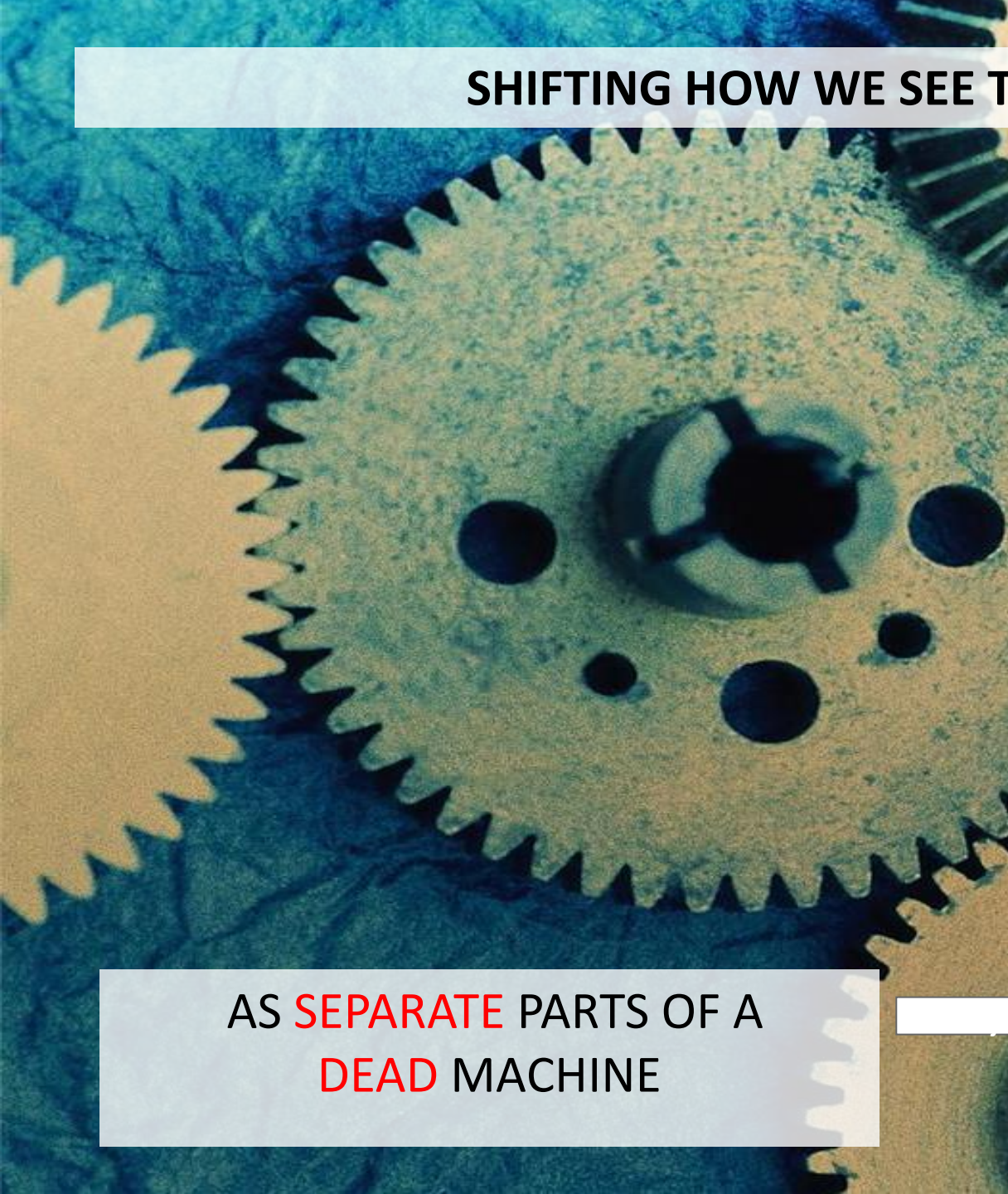
*No problem can be solved with the same consciousness that created it.”*

We must learn to **see**  
the world anew...

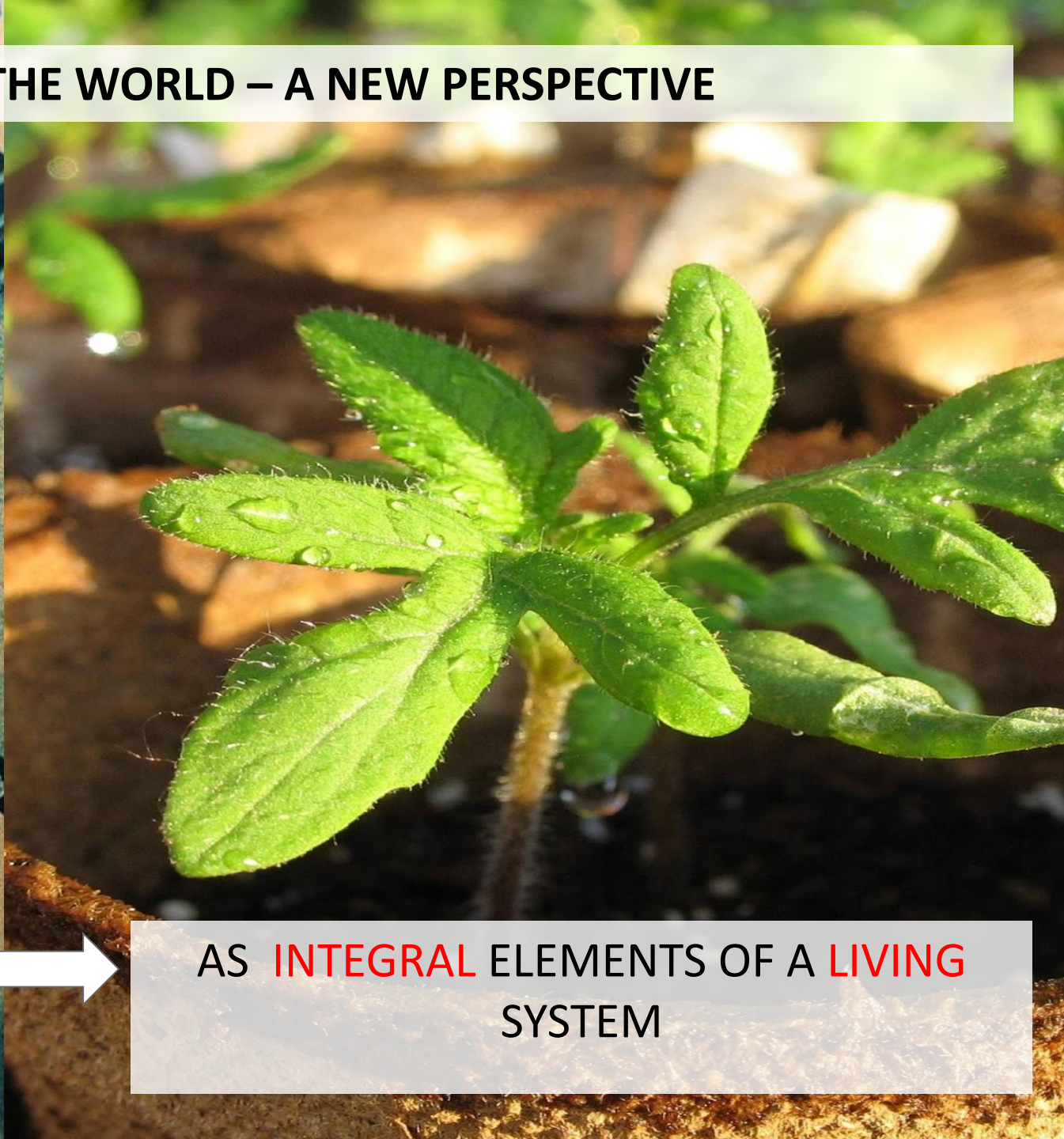
**But where do we start?**



SHIFTING HOW WE SEE THE WORLD – A NEW PERSPECTIVE



AS **SEPARATE** PARTS OF A  
**DEAD** MACHINE



AS **INTEGRAL** ELEMENTS OF A **LIVING**  
SYSTEM





MACHINE	LIVING SYSTEMS
Nothing but	
Reduce to parts	
Define	
Dead	
Separate	
More	





Machine	Living systems
Nothing but	EVERYTHING AND
Reduce to parts	WHOLES CONNECTIONS
Define, distinguish	CONNECT, INTEGRATE
Dead	ALIVE
Separate	LINK, UNITE
more	BETTER

# Let's Look at the Output of this OLD Thinking



Nature



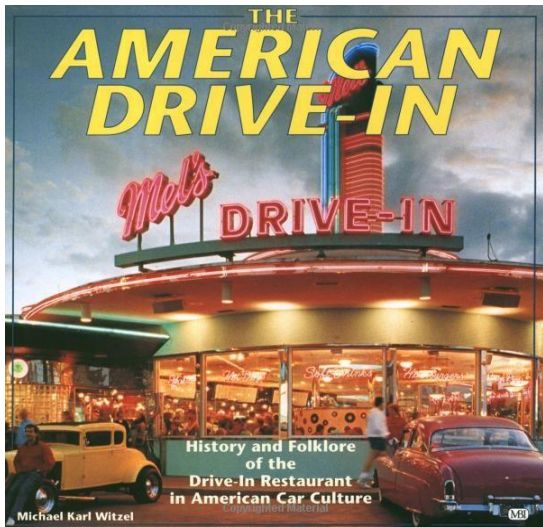
Life!



People



# Industrial Tourism 1950-2020



## the assembly line

Travelers	→	<b>Tourists</b>
Places	→	<b>Products</b>
Experiences	→	<b>Packages</b>
Guests	→	<b>Consumers</b>
Hosts	→	<b>Suppliers</b>
Partners	→	<b>Wholesalers, retailers</b>
Fulfillment	→	<b>Efficiency</b>
Value	→	<b>Price (cheap)</b>

# Remember this image?

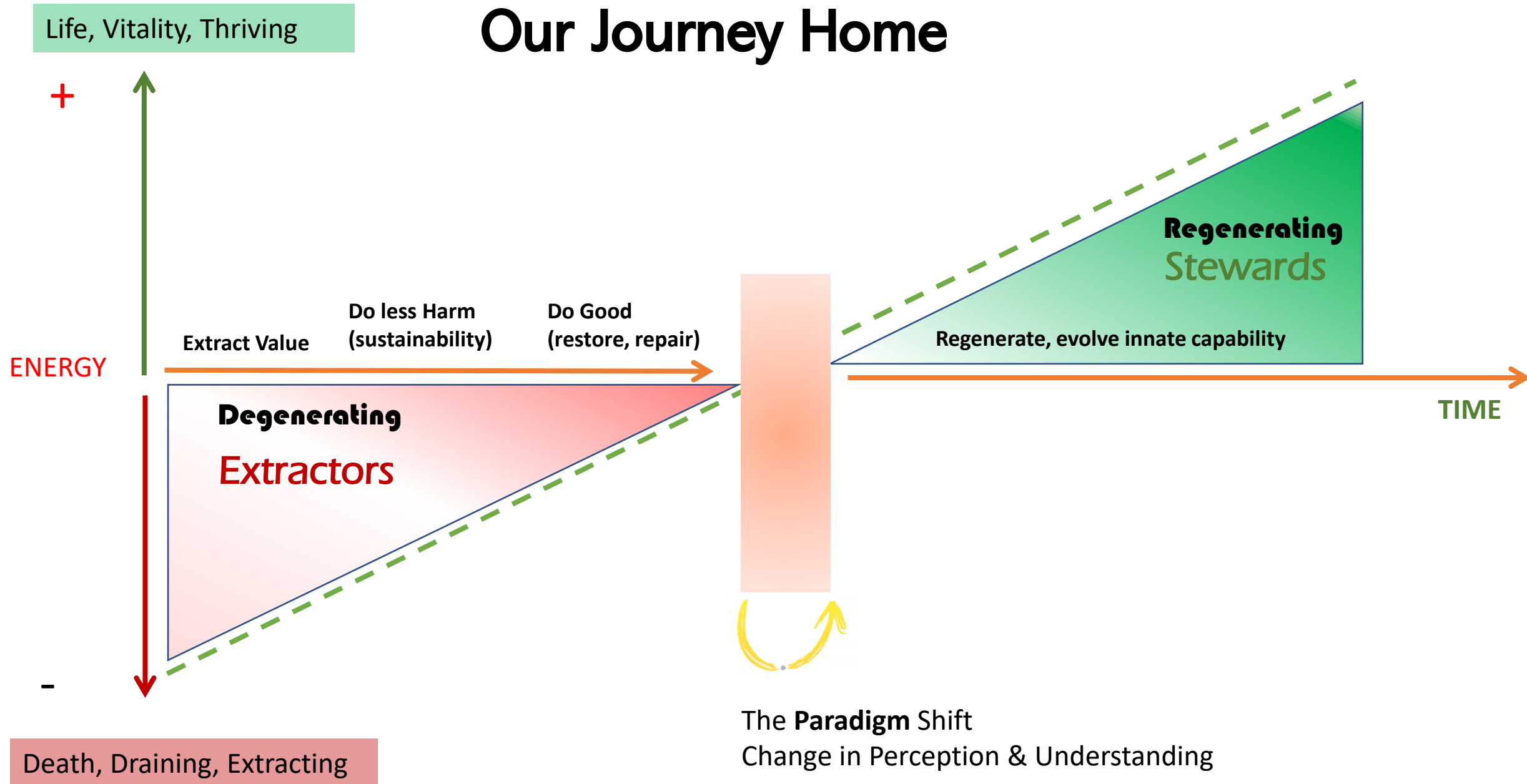
Business (LIFE) As  
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Business as Usual

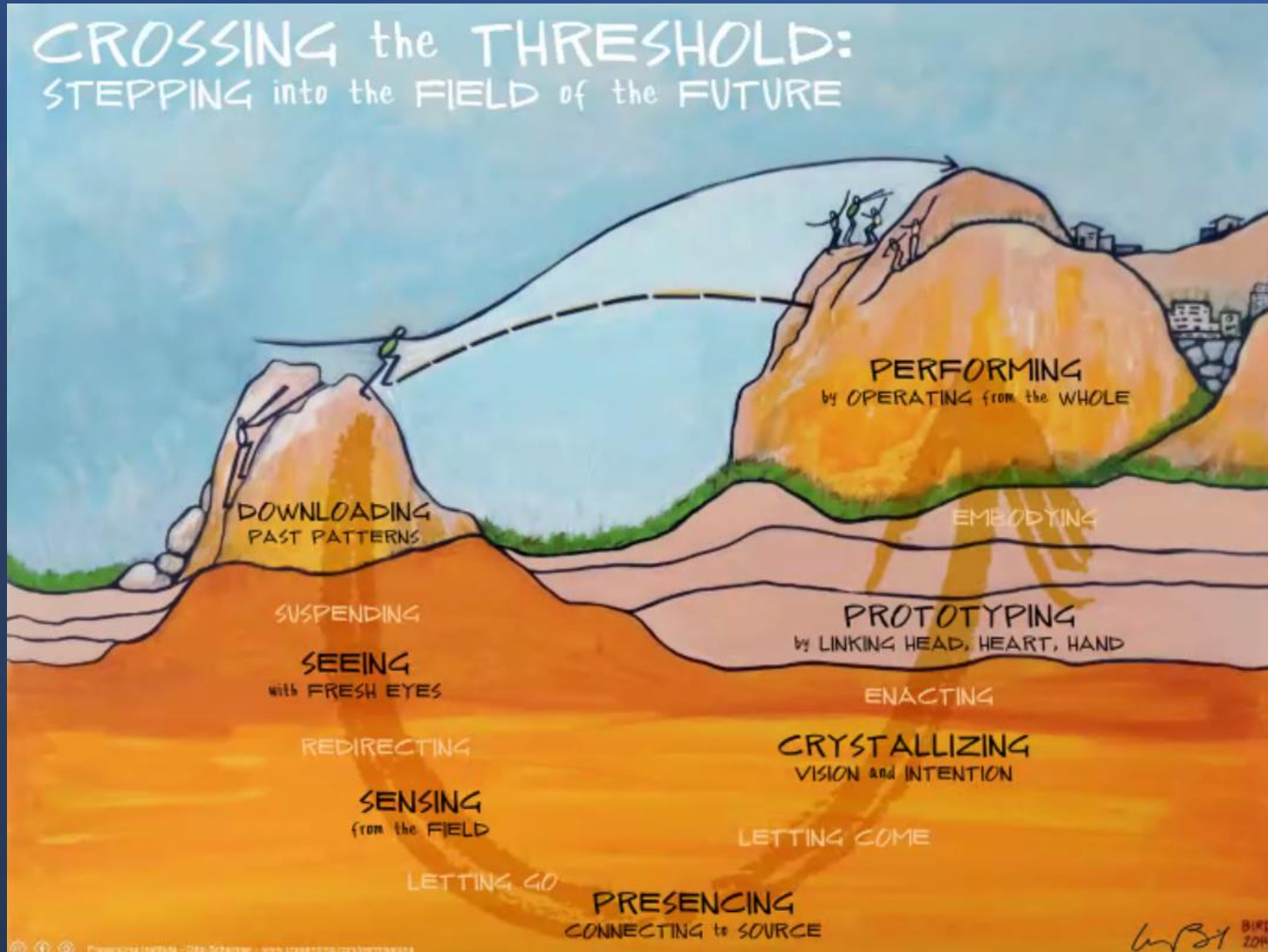




# Our Journey Home

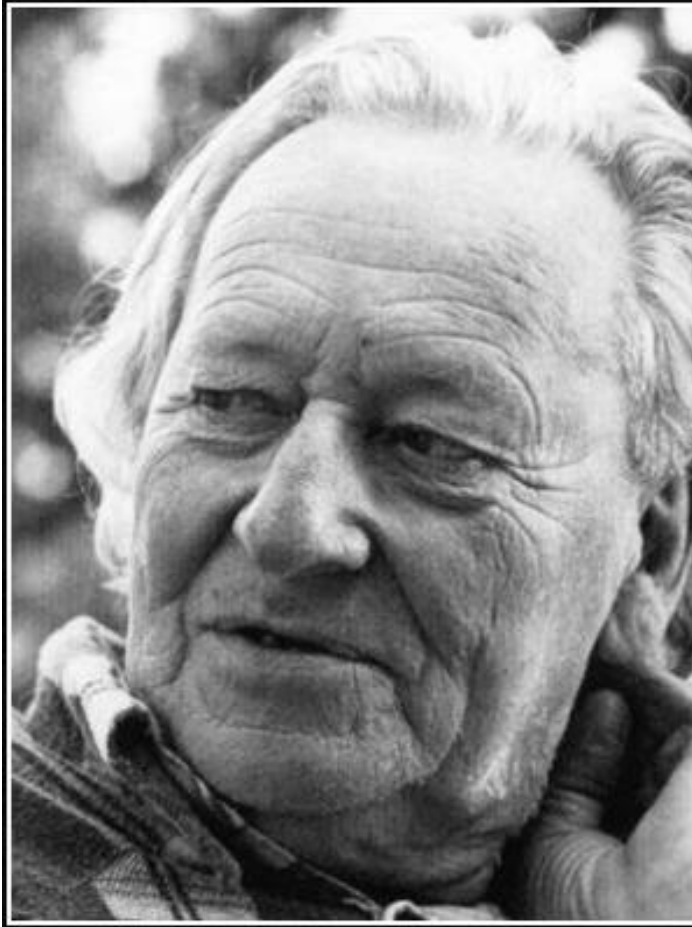


# OTTO SCHARMER – THEORY U





## AND FIND AN EXPERIENCED TEACHER



The major problems in the world are  
the result of the difference between  
how nature works and the way  
people think.


— *Gregory Bateson* —

AZ QUOTES





self-organize?



how does  
nature?

exchange  
information?



FESTIVAL  
of FAITH



cooperate?





# Systems View



## LIFE'S PRINCIPLES



BIOMIMICRY 3.8





# TO REGENERATE MEANS TO



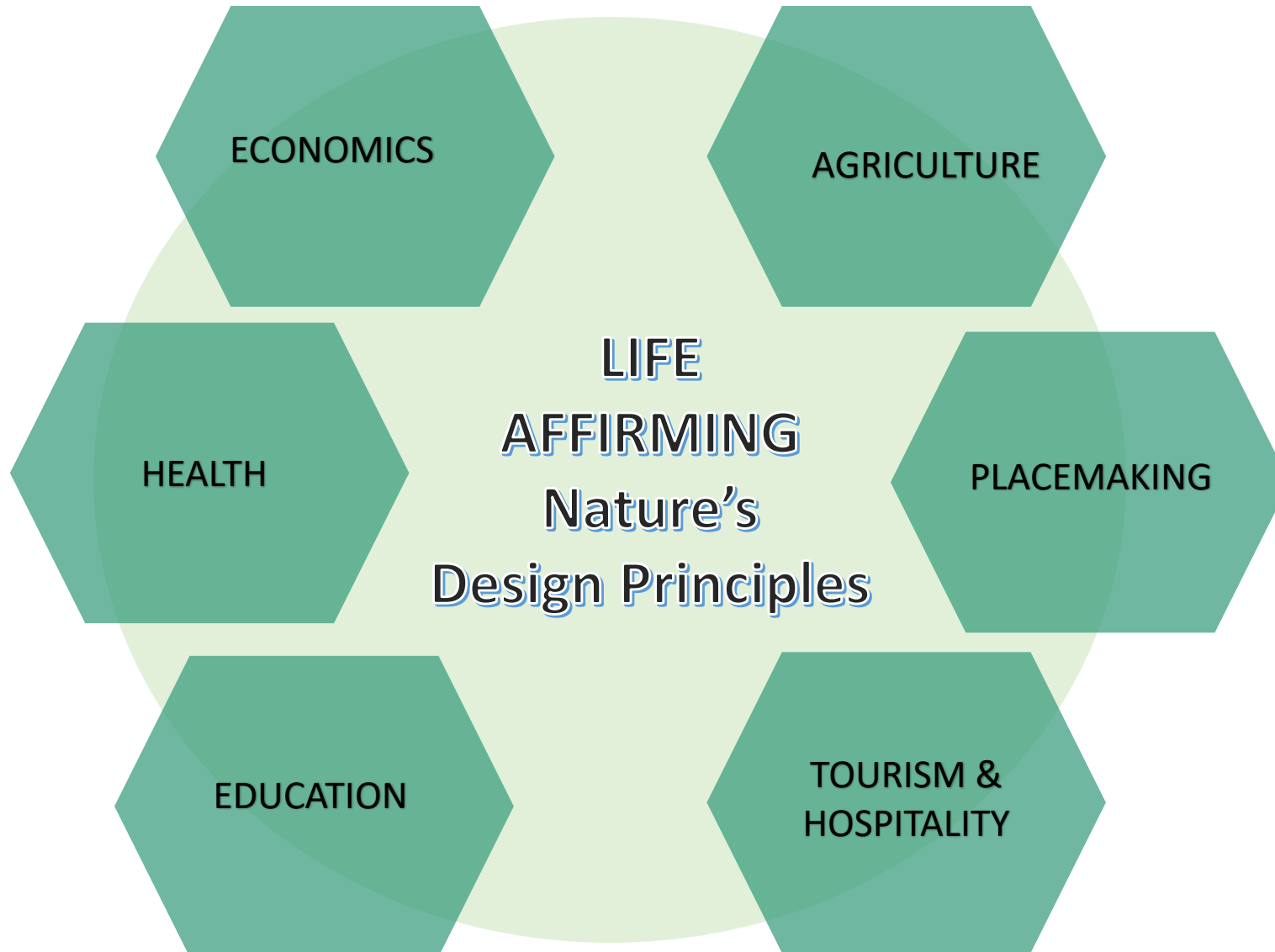
- “to give new life or energy or to re-vitalise”
- to realise potential”
- “to create the fertile conditions for LIFE to **thrive/flourish** and evolve”

## **AND INVOLVES**

- living by nature’s rules
- partnering with Nature, with LIFE
- A new **perspective, principles and practice**



# APPLICATIONS OF REGENERATIVE PRINCIPLES

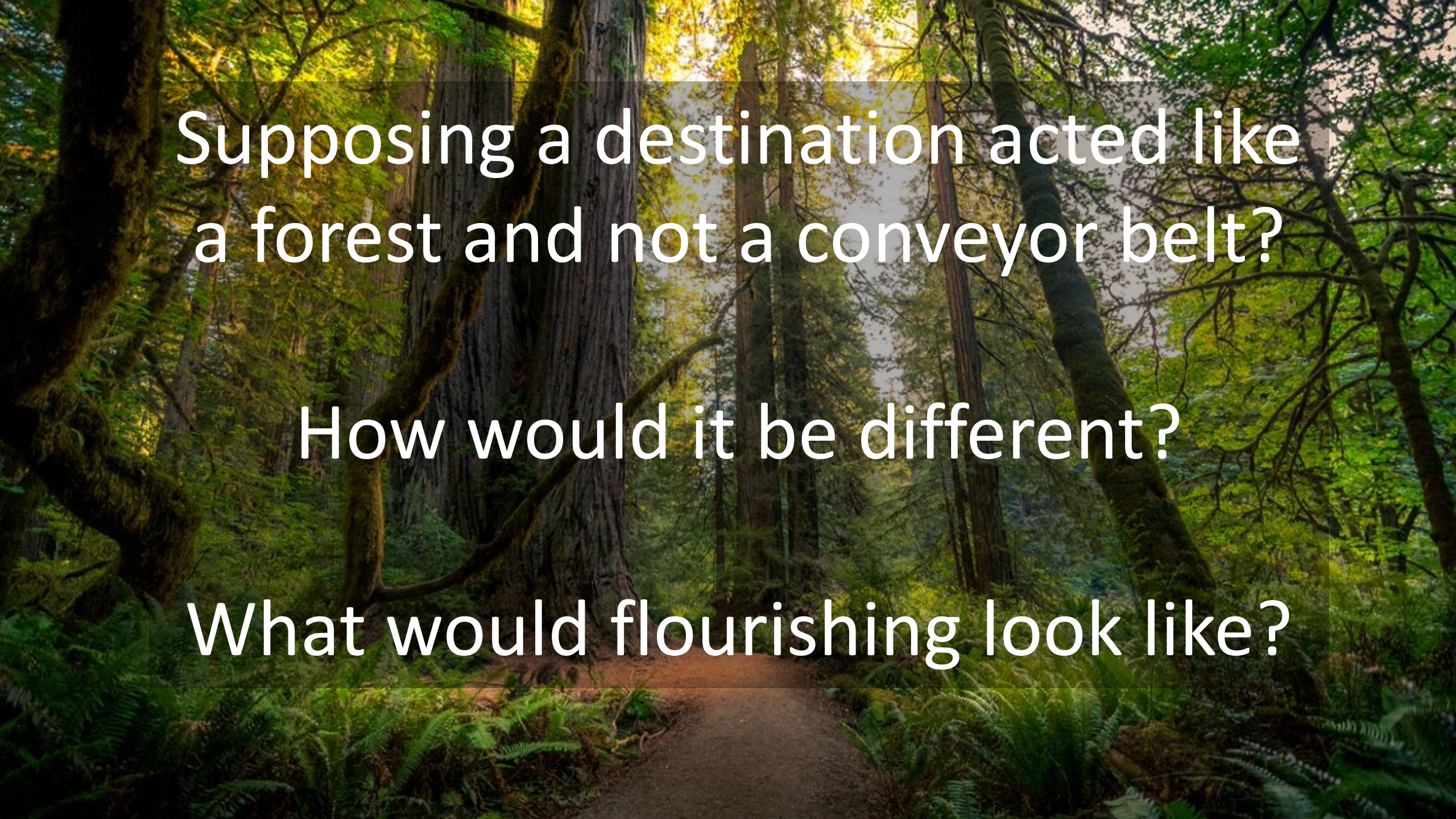


# How does Nature define success?

- It's **self-organizing**
- Creates **conditions for other life to exist**
- Adaptable, constantly changing, resilient  
(always **learning**)
- Balance with all other parts – harmony
- Productive – generates **ABUNDANCE**
- Efficient - Zero waste
- It's **evolving** – greater order, complexity, beauty - dynamic equilibrium
- Unique, distinctive

**She FLOURISHES, She THRIVES, She EVOLVES**



A lush forest scene with a dirt path leading through tall trees and ferns. The path is in the foreground, winding through a dense forest of tall, thin trees. The ground is covered in green ferns and other vegetation. The lighting is soft and dappled, suggesting a sun-dappled forest floor.

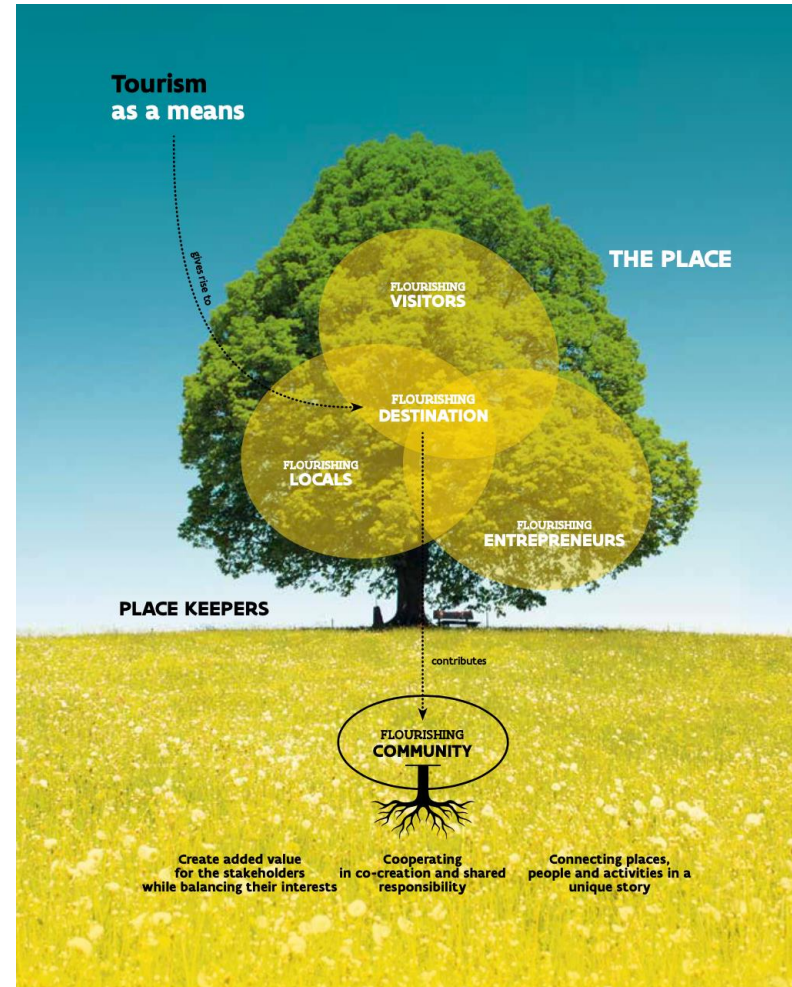
Supposing a destination acted like  
a forest and not a conveyor belt?

How would it be different?

What would flourishing look like?



# FLANDERS





# AOTEAROA

**A TOURISM THAT DOESN'T COST THE EARTH**

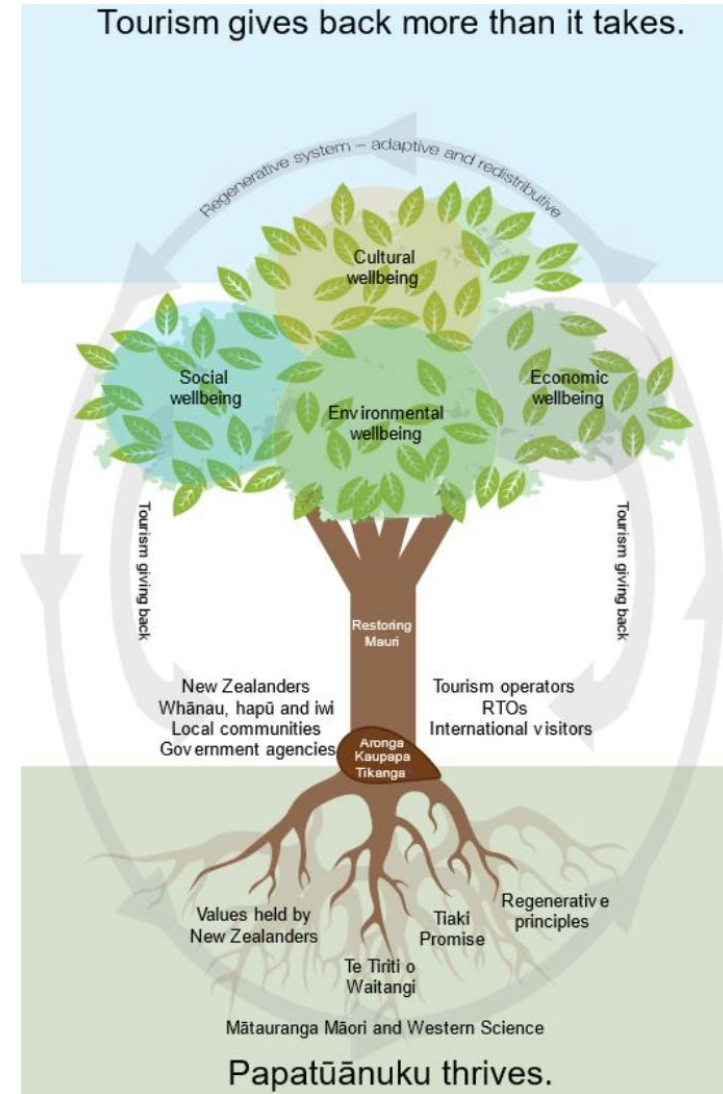
**Bay of Plenty  
March 18th**

**Anna Pollock, Founder,  
Conscious.Travel**

# AOTEAROA



  
BACK TO **LIFE**





# FAROE ISLANDS



**Are you willing to step into the lead and commit to becoming a truly regenerative island community?**

- **Built on a new perspective-paradigm?**
- **Based on Nature's principles by**
- **Developing practices that suit who and where you are?**

# REGENERATIV

# E

## PRINCIPLES

Can be applied to

- Individuals
- Communities
- Businesses
- Projects

They have to be lived!!





# START AT HOME IN PLACE-BASED COMMUNITIES

**LOCAL**  
Individuals  
Communities  
In unique  
**PLACES**

*"We can't save the planet. It's too big; it's an aspiration, but how do we work on it? ...But when we work **in place** we can see the impact and respond. We don't need more data, or even money, or technology. **What we lack is motivation and will.**"*

**BILL REED**



*Not just any place but where we **feel at home**  
Having a **home** and a **sense of place** contribute to our **HEALTH***

- Connection
- Belonging
- Companionship
- Safety
- Love & Care

## Place is a doorway into caring



SIMONE WEIL

Place is a doorway into caring .  
**Rootedness in a place is the most important and least recognised need of the human soul.** Love of place unleashes the personal and political will needed to make personal and political change

Place can unite people across all political spectra because place is what we all share; **it is the commons that allows people to call themselves a community**



## Change starts from conversations



MARGARET WHEATLEY

There is no greater change than a community discovering what it cares about.

The **very great change** starts with small conversations, held among people who care.

CHANGE  
PURPOSE



WHAT IS LIFE'S PURPOSE?



CHANGE  
PURPOSE

So  
Regeneration  
means  
asking  
different  
questions

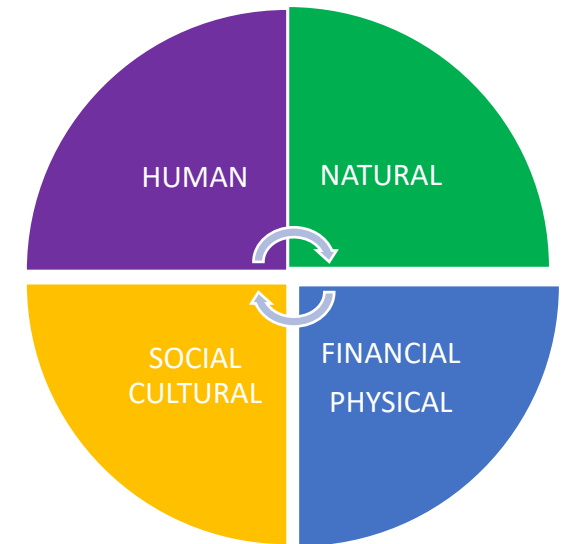
FROM:

“what can this country do for tourism?”

TO:

“what can tourism do to  
contribute to the health and  
well-being of the country  
and its citizens?”

“How can we build a tourism  
that delivers demonstrable  
net benefit to the host  
communities that serve the  
visitor?”



**CHANGE  
PURPOSE**

Regeneration  
shifts from  
extracting  
wealth to  
generating  
“wellth”

Regeneration is NOT about LESS but MORE of the things that matter.

MORE health, vitality, harmony, diversity, equity, opportunity, inclusivity, productivity

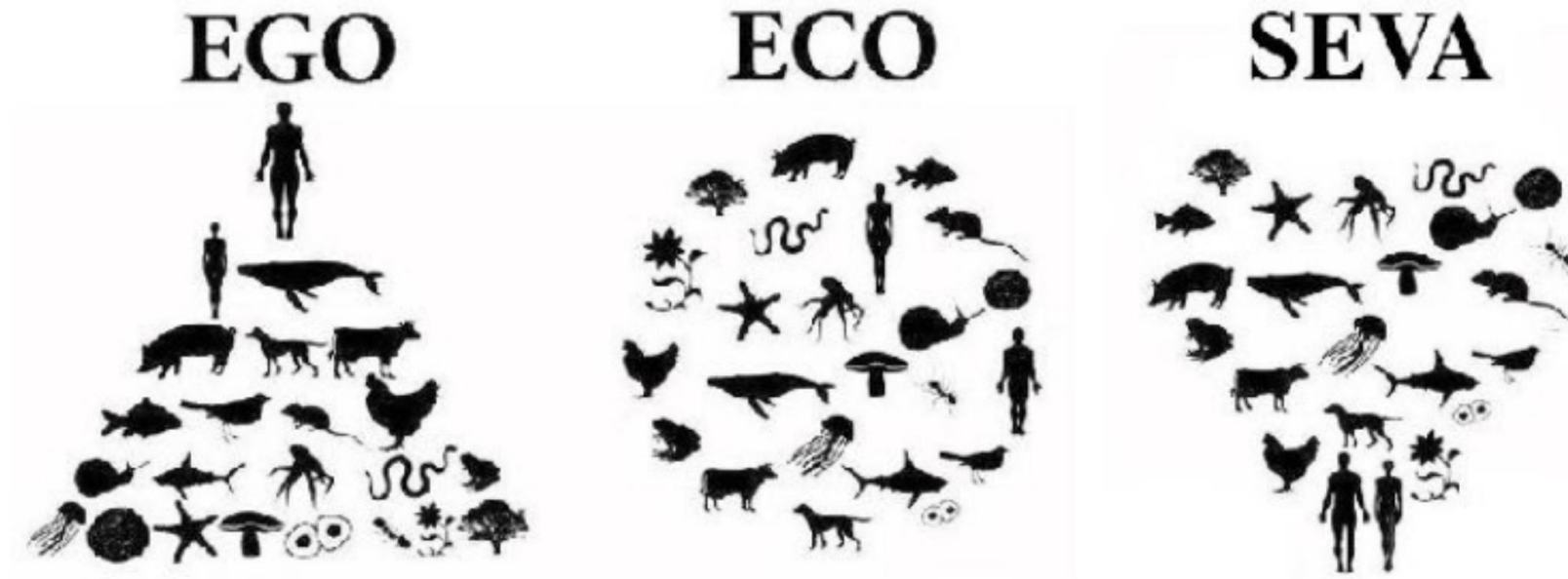
GROWTH AS MORE complex, connected, inter-dependent, resilient, effective, abundant, productive

DEVELOPMENT of our CAPABILITY to thrive and evolve



CHANGE  
ROLE

# How do we shift from mining to gardening?



Creating the conditions for life to thrive

# THERE'S MORE





# COULD FAROE ISLANDS BE A TRIUMPH OR A TRAGEDY?



# Want More?



[anna@conscious.travel](mailto:anna@conscious.travel)

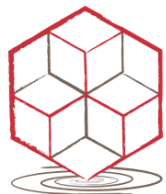


BACK TO LIFE

[www.backtolifenetwork.co.nz](http://www.backtolifenetwork.co.nz)



[www.regenerativetourism.com](http://www.regenerativetourism.com)



**The Hive**

- Place Regenerators -

[hello@thehive.place](mailto:hello@thehive.place)

- Anna Pollock is a UK-based international consultant, change agent, speaker, writer committed to supporting systemic change.
- An online course and community of practice to develop and nurture regenerative change agents supporting the visitor economy.
- A curated encyclopedia + who's who of experts, articles, videos, papers & podcasts. Everything you might want to know about Regenerative Tourism but were afraid to ask!
- Anna is a founding member of The Hive, a multidisciplinary, multi-national community of professionals steeped in regenerative thinking and its application to tourism working with companies and destinations committed to systemic change.