Ideation Jam#2 Session
Topic *"Sustainability"*

Rovaniemi (FI), 05 June, 2025

Summary Report
Mentimeter Outcomes, Attendance List, Breakout Rooms Outcomes, Evaluation Results

Status: 24 June 2025 (revised on 26/06/25)

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(1) Mentimeter Outcome (at beginning)

Question: What are your thoughts and hopes for this Ideation Jam session?

learn more · involve more sme's · to get more project info · krystyna · inspired · inspiration · new ideas · to meet other people · inspration · motivation · support · excited · best practices · to get inspired · prot · new insights · be resilient

Question: How are you feeling right now)

waiting for more info · excited · more focus · happy · inspired · tired · very useful project · motivated · weneed more entrepreneurs

Co-funded by the European Union

(2) Breakout Rooms #1 to #3 Outcomes

<mark>No recording</mark>
Attendance List
Room#1: Sanna-Mari Renfors (LUAS) & Jenny Emilia Kilpeläinen (LUAS)
Participants: from BG (in total two), each one from DE and PL

Room#2: Sjantal Sillius (TPA) & Helmut Berends (Lead Partner)
Participants: from BE (in total four) and one from FI

Room#3: Eva Geentjens (TPA) & Claudia Harms (Lead Partner)
Participants: from BE (in total two), each one from ES and FI

1. Round table: Short introduction of the participants

Breakout Room#1

Magda (Poland)

- Business connected to renting cycle trailers (70) on the railway
- Renovating an old building and holding a museum there (handicrafts, baking etc). Organizing meetings and selling local products
- Mountain scooter rental on the ski slopes

Viktor (Bulgaria)

- Small family hotel, 20 rooms
- North West Bulgaria
- sustainable actions: reuse rainwater
- Future: solar energy

Gergano (Bulgaria)

- VAMO" Ltd. has been actively working for 25 years, on the advertising market in Bulgaria and abroad, and the company's successful activities include hundreds of projects in several different areas
- Video and film shooting for various purposes - advertising, popular science films, music videos and others
- Comprehensive organization and holding of events on various occasions
- Video conferences and webcasting
- VarInternet design of websites and online stores

Breakout Room#2

Bernadette (Belgium):

- Governm. Organisation, SME support project, SSME attractions, make them more sustainable, regenerative is one step further than sustainable, she wants to take up this approach

Wim (Belgium):

- Big Camping Site, 500 places, 50 all year campers, swimming pond, 65 ha,
- Joint province of Antwerp: increased investments toward sustainability and energy efficiency goals, ISO400001 certification is the goal

Heidi (Finland):

- Lappland/Northern FI, Tours, including local communities, nature is for everyone: people with disabilities are main target groups for nature tours, internat. school-camps, Nominated as Ambassador of nature

Tina (Germany) – left due to technical problems

David (Spain) – was in another call so didn't participate active

- Seville/Spain, SME and teacher: University Seville and Chamber of commerce
- Mission: new professionals for events, sustainable events. Could be future Multiplier in Seville for SME trainings
- Entrepreneur, Consultant and Trainer: Creativity, Entrepreneurship, Design Thinking. Founding partner and CEO of Talentus Event

Breakout Room#3
Tuuili (Finland)

Mark (Belgium)

- since 20 years tourism

Vic (Belgium)

- nature & green environment

Genevieve (Belgium)

- team sustainability, experience accessibility/ inclusion

Layla (Belgium)

2. **Discussion about the current mindset to sustainability in SMEs and potential for transformation**
   Current mindset to sustainability; risk mitigation/do zero harm/do good mindset?
   o You can also use the scale from 1 to 10. Number 1 means that sustainability is at the beginner's level and 10 is the expert's level, which number could the SMEs give themselves?
   o If the SMEs give themselves e.g., number 7, you can continue by asking: What are the reasons behind giving this number? Ask them to elaborate.

Breakout Room#1

- Magda - In the middle 5 or 6 (solar energy, no harm to nature, cooperation with other companies, teach visitors to be responsible)
- Magda - Zero harm level
- Viktor - 6 or 7. Zero harm level.

Breakout Room#2

- Wim - Risk management zone, be less harmful. Campsite puts lot of pressure on surrounding, reduce energy use, plans to rebuild the dying forest in the neighbourhood
- Wim - Scale: Accessibility: 1-2; Energy management: 7-9
- Heidi -Social part: Accessibility, inclusivity: 8-10 e.g. including local people, local environment, elderly people for nature walk, internat. Clients pay for washing carpets for elderly people, make positive impact on the local society with tourism activities. Addressing different ages, locals shall benefit from tourism and local businesses
- Heidi - Energy efficiency: 3-4 (thermal heating in progress)

- Bernadette - Visit Flanders: works on energy efficiency, policy on commuter traffic of own personnel, demand of SMEs to get help, but very busy time schedule, needs to be easy, quick and practical/hands on
- Bernadette - Surveys show: visitors are sustainable in their home but less sustainable when on holiday. Important to convince visitors to behave more sustainable: we need a good way to adapt their behaviour/change the mindset when on holiday, without "teaching" them. Nudge them in a friendly way and give them a good feeling when they behave eco-friendly

Examples:
- Wim - Shops: mostly sustainable/regional goods in tourism shops (example from the campsite). Nudge to buy local food (by not offering other possibilities)
- Wim - Summer market with local farmes, retailers, artists
- Heidi - Giving visitors the right (sustainable) choices
- Heidi - Work with school kids on sustainable behaviour, e.g. measuring their own food waste and journal it, compete for as little waste as possible, this example has been transferred internationally already!

Breakout Room#3
- Vic – 0 harm phase, regenerative phase: reintroduce the nature again, remeandering the river in that region – now level 5 – want to increase level
- Mark – Only service provided, business very much technical related, more to "look at" the nature, not using it
- Genevieve – Level 3, risk mitigation with most entrepreneurs, tasks: prepare pathways to go for Zero harm, working program to support SMEs (e.g. coaching), prepare kind of platform (website)
- Tuuili – Not SME, level 8 (students, RTD), some of SMEs in the region might be level 10, some SMEs only come to winter time business, no understanding of nature heritage (level 0 to 1), they have to understand to level up, other SMEs between level 5 to 8
- Leyla – Level 7-8, TPA take part in a lot of sustainability related projects (going a good way, room for improvement)

3. Discussion on further development
- How do SMEs see their relationship with nature and community?
- Do they consider themselves as separate or integrated into surrounding nature and community? Do they consider nature and community when planning and developing their actions?
  - What are the SME's impacts on nature, community, and individuals?
    - How do their actions benefit the community and nature? Do they collaborate with the community? Do they have products or services that consider the wellbeing and health nature, community and individuals?
    - Also ask them to give examples of how they consider nature and community in their business to start the conversation.
  - What could be done differently to have a positive impact?
    - You can ask what should be done to reach number 10 on the scale from 1 to 10 asked in the first question?

Breakout Room#1

New ideas with no barriers?

- Viktor - Renewable energy (solar etc)
- Viktor - Get guest to help in planting (free meals)
- Viktor - Support guests to use bicycles or public transportation
- Viktor - Community: Community and SMEs need knowledge, and after they can act. Working together is the key
- Magda - more focus on the local products (also customer demand)
- Magda - Utilize storytelling and history of the region and place
- Magda - Community: Reusing materials is very creative and they show it to others. Some material is timeless
- Ivanova - A current focus in the activities of "VAMO" EOOD is the implementation of meetings with students from Bulgarian schools abroad to provide films and advertising materials to promote the natural, cultural and historical wealth of Bulgaria
- Ivanova - The company is the founder and owner of the first positive media - www balkanite.net.

How do you communicate:

- Viktor - Word-of-mouth, future they will put it on your website
- Magda - Local media, interviews
- Ivanova - The main goals of VAMO Ltd. are promoting the activity and development of regional media, and their independence from political influence, uniting the efforts of representatives of regional media and civil society to overcome vulnerabilities regarding the quality of the information presented, developing and implementing activities regarding enhancing the culture of the audience, ensuring information, technological and innovative exchange through seminars on online journalism, information and communication interaction with users, representation of regional media before administrative authorities, participation in the development of regulatory acts regulating the activities of regional media, etc.

Breakout Room#2

- Heidi - Part of local community and nature
- Wim - Not thinking in project, think in goals. Wim: community cooperation could be improved, like to cooperate with neighbouring home for people with disabilities, e.g. use the campsite bikes
- *Suggestion from Heidi*: Invite locals and disabled home people to events on campsite to do things together like building birdhouses
- *Problem*: Campsite currently not very accessible, investment is big to make it more accessible

Breakout Room#3

- Sjantal - Reizen naar morgen (travel to tomorrow) – 4 parts: businesses, inhabitants, place, visitors – combine all communities to flourish
- Mark – Gets all products from local providers, staff from the local communities,
- Vic – By definition we are embedded in the local communities, consider local services (car breaking down, food), strong interconnecting already in place
- Tuuli – SMEs come only for business and don't care about local commission, service/ communities activities, -local community/LUAS: preparing new strategies, communicate already existing best practices, not expected the number of visitors in the wintertime, -north part of Lapland working exchange with Norway/Sweden

- Genevieve – Business at coast is difficult to manage, problems resulting from school visits, governments shall support/evolve the ecosystem mindset
- Sjantal – Try to support the regional ecosystem

4. Opportunities and obstacles are related to do good/regenerative mindset
  o What could be the unique features of the place and community surrounding the SME that provide opportunities?
    - What are the unique characteristics e.g., of biodiversity, culture, history that could be seen as opportunities to do good?
  o What are the main obstacles to overcome to transform the business towards do good/regenerative mindset?
    - Obstacles can be related e.g., to legislation, lack of collaboration, lack of knowledge and tools, stakeholders having a different mindset.

Breakout Room#1
How to activate guests and involve nature more?
- Victor - There are a lot of hiking routes and mountain biking which could be utilized more.
- Viktor - To develop a co-working place in the hotel
- Magda - The place is the darkest time in Europe at night and this could be something to utilize more in for example star watching
- Ivanova - We've got an idea for creating a unified tourist destination "Southwestern Bulgaria" by photographing and promoting natural, cultural, historical and ethnographic sites in the region. We aim to strengthen regional identity, increase interest in domestic and inbound tourism and create a platform for partnerships between the tourism sector, cultural institutions and local communities

Obstacles:
- Viktor - Financial challenges, employment issues (seasonality)
- Magda - Financial challenges, employment issues (seasonality)
- Magda - Russian invasion to Ukraine, uncertain situation in Europe

Breakout Room#2
- *Take home message:* Don't try to be perfect all the time, small efforts can also make a difference, it doesn't always have to be big

Breakout Room#3
- No time were left to discuss this topic

The three (3) most important issues that were raised during the discussions

Breakout Room#1
SMES from Bulgaria and Poland
1. Great discussion, and we could hear and see the SMEs ambition towards sustainability and even regenerative tourism. At this moment, our participants feel like they are in the level of zero harm mindset

2. The obstacles SMEs identified was for example the financial barriers, uncertain situation in Europe and the challenges in finding employees
3. In the future, SMEs would like to activate the guests more in their sustainability actions and want to focus more on regional and local elements (food, stories, history etc)

Breakout Room#2

1. *Inspiration from Sanna-Mari : Regenerative is one step further than sustainable*: It is important to make a positive impact on the local society with tourism activities
2. Visitors are sustainable in their home but less sustainable when on holiday. Important to convince visitors to behave more sustainable: we need a good way to adapt their behaviour/change the mindset when on holiday, without "teaching" them
3. Take home message: Don't try to be perfect all the time, small efforts can also make a difference, it doesn't always have to be big
4. SMEs want support BUT it has to be easy, quick and practical/hands on

Breakout Room#3

1. Small SMEs doing a good in regenerative tasks (Belgium)
2. Balancing the tourist distribution of overtourism
3. Too many SMEs in a popular area and don't care about the local ecosystem
4. Good strategy from government and strong local ecosystem

(3) Mentimeter Outcome (after Breakout Room session)

Question: What do you think about applying regenerative tourism in your SME?

I would love to, but i feel unhesitant on how to do it! What are the concrete steps.	It's a logical step forward. I'm glad sessions like these put the focus on this and give us things to think about!	Interested about the topic
We at TPA support this. We want to help SME's by this project. Looking forward.	Guidelince needed to help the SME's	Challenging but a good focus
Yes, we will definetely improve and take our actions towards the goal	This was very good. I don't know what could be improved. Great job!	maybe bigger breakoutrooms, whit more participants

(4) Mentimeter Outcome (at the end)

Question: How would you like to develop the following Ideation Jam?

some more concrete examples, first hand, from an entrepreneur him/her/x-self ?	Focus on the call. As an entrepreneur it would be nice to have support on the first steps
It would be nice to have concrete guidelines for implenting own measures	Maybe hybrid sessions and invite more SME's
	Great job! Thank you!

(5) Evaluation Results

Based on the responses from participants, three key insights emerged from the workshop are:

1. **Participants**
   - Send an outlook agenda invite to the registered SME's directly after they have subscribed
   - Could the registration link be made so that once the registration is done, the registrant would automatically receive a calendar invitation. This way, the event would be immediately put in the calendar of the registrant as a reservation. This could ensure better inclusiveness of the event
   - Make a list of registered versus participated SME's
   - Contact the not participating SME's
     - Are you interested in the project?
     - do you want to apply for a voucher
     - send them the info
     - try to ask Why they were not attending
   - Impression that not all countries had the same number of participants – I don't know whether that is worth mentioning or improving on for next time?
   - It would be interesting to see how many participants participated in IJ1 AND in IJ2

2. **Technics**
   - Please test ! Mentimeter was not working well, (at my phone it was in Finish), and it was not working well in the whole session
   - Good job on redistributing BO 4 to the other BO rooms

3. **Content**
   - Good presentation, less text someone said in our group
   - Presentation of the project could be easier and more to the point (whats in it for them)
   - Very strong presentation on regenerative tourism with good real-life examples
   - Good reference to the next steps of the project (project call)
   - SME's need good practices, in next IJ please invite a best practice to present his experience (like Jan De Block from Scrabble did in the 1st Ideation Jam session)

4. **Learnings**
   - Keep Filip as moderator
   - Mentimeter preparing technically for smooth transition
   - The presentation of the project took more time than foreseen, no problem, but maybe adding a few minutes in the planning next time?
   - Breakout rooms seemed to be moderated and reported on smoothly. The ppt for the room leaders seemed very useful. How did the moderators/reporters feel about it? It looked like there was a lot of interaction. Do you need more time? Is it realistic to have each reporter make a 1 slide ppt on the three key points of the breakout room? The feedback from the rooms took less time than foreseen
   - The learning from IJ1 took quite some time as well, next IJ there will be learnings from two IJ's: take that into consideration

- Technically, we can make a great event, but we need to focus on attracting SMEs. What they need is money and financial support therefore, it is important to support them in their project planning and ideation at this point! And communicate this WELL!

📊 Why People Often Don't Show Up (and What to Do About It)

Reason	Suggested Action
Forgot or too busy	Reminder flow + calendar integration
No clear benefit to joining	Stronger messaging on personal takeaways and results
Tech issues or link confusion	Clear links + instructions in advance
Event seems too generic	Target specific audiences by region, profile, or sector

5. Ideas for IJ 3

- Probably, the situation with the SMEs should be better in October as the partners have discussed with them the possibility of applying for the call. Hopefully, they are also interested in participating in this jam – make it mandatory when they want to apply for the call (mention in info session).
- Per region online of live of hybrid? So it is in their own language? But - goal of the IJ was to get the SME's inspired by partners from other countries. All other info sessions / workshops/… are already in their own language. Please keep the IJ in English as the goal was to share with other countries.
- Digitalisation provides also possibilities for very engaging, hot topics such as the use of AI in a SME. As there has already been two events with the same format, could this be about inspirational speeches and practices of how to use emerging technologies in tourism SMEs?
- Obligatory and after the call → end of 2025 but then we do not know yet who get the vouchers, we only know who has submitted
- Combine it with the workshop of the BP/ Q&A, Before the Call or during (holidays until beginning of Sept)
- 1-3 short presentations on best practices/ case studies in relation to digitalization or emerging technologies (strategies, tools, programs, channels, digital communication)
- It would be nice to find other ways of engaging the audience through innovative technology as the topics about digitalization
- Without discussions in break-out rooms, what other digital tools than Mentimeter we could use?
- Could the breakout room session be problem-based so that together with the SMEs we would solve some cases in relation to digitalization? How to link this to the call?
- Could the SMEs ideate in the breakout rooms some projects that they need at the moment and reflect how they could take them into account in the call?