

11/12/2025

Regenerative Tourism and Placemaking
Donagh Horgan, Kerst Iris, Koens Ko
ENoLL SPOC: Bertille Auvray, Alessandra Tricarico and
Arianna de Salvatore



REGENERATIVE TOURISM AND PLACEMAKING WORKING GROUP

TERMS OF REFERENCE (ToR)

1. Purpose and Description of WG

The Regenerative Tourism & Placemaking Working Group focuses on reimagining the role of tourism and placemaking in cities, aiming not just for sustainability but for active urban regeneration. By leveraging living labs as spaces for testing and innovation, the group develops new metropolitan practices that enhance quality of life, strengthen social cohesion, and enrich place identity. This requires a systemic shift where tourism, leisure, and events actively contribute to inclusive, resilient, and future-proof urban ecosystems. Through research, collaboration, and strategic partnerships, the group explores how tourism can help shape cities that are not just destinations but better places to live, work, and connect.

The key objectives of the Regenerative Tourism & Placemaking Working Group are:

- **Develop effective communication channels and tools to facilitate knowledge exchange** on regenerative tourism and placemaking, using living labs as platforms for experimentation, co-creation, and systemic change.
- **Foster cross-sectoral collaborations** that drive user-centric innovations, enhancing public spaces, strengthening place identity, and promoting a sense of belonging in urban environments through regenerative tourism and placemaking approaches.
- **Encourage interdisciplinary cooperation** by scaling and testing regenerative interventions, identifying best practices across sectors such as mobility, environment, social equity, digital infrastructure, health, and well-

being, while integrating citizen participation to support sustainable urban transitions.

- **Promote the adoption of regenerative tourism and placemaking in the design of inclusive, climate-responsive, and community-driven metropolitan solutions**, ensuring tourism actively contributes to the regeneration of urban environments rather than placing additional pressure on them.
- **Establish a network for scalable implementation**, ensuring regenerative tourism and placemaking practices can be applied at local, regional, and transnational levels to enhance community resilience, distribute benefits more equitably, and improve the overall quality of life for residents and visitors alike.
- **Advance knowledge exchange on placemaking and tourism as social and ecological practices**, emphasizing the links between quality of life, quality of place, and the role of social capital in fostering sustainable and thriving urban ecosystems.
- **Advocate for community-centered and regenerative tourism and placemaking**, recognizing the importance of natural elements, cultural heritage, and local engagement in shaping resilient and inclusive public spaces that benefit both visitors and host communities.

The Regenerative Placemaking & Tourism Working Group envisions cities as co-created, regenerative spaces where tourism is a force for renewal, inclusivity, and resilience, strengthening community well-being while fostering dynamic and sustainable urban environments.

2. Principal responsibilities

The principal responsibilities of the Regenerative Placemaking & Tourism Working Group, are:

- **Short-term:** Initiate and support Living Lab pilot projects that engage local communities in regenerative placemaking and tourism, focusing on sustainability, cultural heritage, and social inclusion. The emphasis will be on experimenting with regenerative approaches, exchanging learnings, and developing best practices that enhance both urban environments and visitor experiences.
- **Medium-term:** Develop cross-sectoral partnerships—including mobility, digital infrastructure, environmental organizations, and tourism stakeholders—to test and refine scalable regenerative tourism and placemaking solutions. We aim to achieve this through targeted European grants such as Driving Urban Transitions, ensuring adaptability to diverse urban settings.

- **Long-term:** Establish frameworks and toolkits that integrate regenerative tourism and placemaking methodologies into sustainable urban transformation strategies. By leveraging European-funded projects such as Horizon Europe, we seek to scale community-driven and ecologically resilient initiatives, ensuring tourism contributes to urban regeneration rather than depletion.

Additional responsibilities include:

- Consistently evaluating the impact of Living Lab projects on community well-being, environmental sustainability, and regenerative tourism, using these insights to refine approaches and share best practices across regions.
- Advocating for policies that integrate regenerative placemaking, tourism, and natural elements into metropolitan planning, ensuring cities remain adaptable, culturally vibrant, and ecologically resilient.
- Building a European network of Living Labs and placemaking practitioners to facilitate knowledge exchange, support scalability, and advance Europe's green and digital transition through regenerative placemaking and tourism.
- Strengthening connections with the tourism sector, including Destination Management Organizations (DMOs), to explore how tourism can actively contribute to urban regeneration. This includes initiatives such as the potential 'Hotel as Living Lab' prototype, developed in collaboration with (ENOLL) members and other stakeholders.

3. Membership

Description of the Members (ENOLL or extra ENOLL Members) List

The WG will comprise (please include Members you are already in contact with):

- Name, Title, Organisation
- Name, Title, Organisation
- Name, Title, Organisation

4. Roles and Responsibilities

The Core team of the Regenerative tourism and placemaking Working Group brings together:

- Donagh Horgan from Inholland University of Applied Sciences
- Iris Kerst from Inholland University of Applied Sciences
- Ko Koens from Inholland from University of Applied Sciences
-

In the future we want to invite a representative of one of the WG living labs to join us in the board.

The SPOCs from ENoLL are Bertille Auvray, Alessandra Tricarico and Arianna de Salvatore.

Members will be represented by deputies at meetings. In certain circumstances, the Leader may approve the appointment of an agreed IIRC WG member to act as alternate.

5. Meeting frequency and location

The Working Group will meet four times per year, with a mix of online and offline meetings. Two meetings will be held online to accommodate members from different regions, and two in-person meetings will be hosted at rotating locations within Europe, allowing members to experience metropolitan placemaking examples first-hand.

6. Duration of the WG

The Working Group will continue to exist until January 2028, with an eye on continuing after that. This period allows time to establish a foundation of best practices, expand networks, and embed Living Lab methodologies into sustainable metropolitan development strategies across Europe.

7. Related Projects and Activities

The Working Group will engage in various related projects and activities, including:

- Open Living Lab Days (OLLD): Participating in annual sessions to showcase and learn from ongoing Living Lab projects across Europe and probably host a side event / working group meeting ourselves.
- Collaboration with Other ENoLL Working Groups: Connecting with other working groups within ENoLL, such as Digital Urban Systems and Solutions for Transitions and Culture & Creativity, to gain insights into their work and explore potential cross-sector synergies.
- Thematic Conferences: Attending key conferences relevant to regenerative placemaking & tourism, such as Placemaking Week Europe, City DNA, ITB Berlin to stay updated on developments and network with industry leaders. Other events include Urban Future, Bloomberg CityLab, UNHABITAT, EU Week of the Regions, NEB Festival.
- European-Funded Project Applications: Actively pursuing larger European-funded projects to scale and support innovative placemaking initiatives across the continent. Examples of calls include Horizon Europe Calls, NEB calls, URBACT and DUT.

- Local and Regional Placemaking Networks: Partnering with placemaking initiatives and Living Labs at local and regional levels to gather insights and foster collaboration.
- Community and Nature Engagement: Organizing activities that integrate ecological elements into metropolitan planning and actively involve local residents in placemaking and tourism projects to ensure community-centered outcomes. For example, with the help of tools such as the Place Exploration & Sense Making Tool.
- Deep Dive session: organization and hosting of the “A Regenerative Deep Dive in Tourism and Placemaking” at the Urban Leisure & Tourism Lab at Inholland University of Applied Sciences premises.
- Key contributor to ENoLL policy processes and activities, developing Thematic Position Papers and participating in policy discussions.