

Digital Innovation for Regenerative Blue Tourism

Empowering Social Economy SMEs to Lead the Transition

Kilian Estivill

weeroots
EXPERIENCIAS ESS



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Can digital innovation turn a local SME from a 'visitor manager' into a 'coastal restorer'?



International Main Team



Jesús Martín

Co-Founder & Co-Director

20+ years leading sustainable tourism and social innovation projects internationally.



Emma Riboli

**EU Sustainable Tourism
Project Manager**

Specialist in European programmes and international cooperation for sustainable development.



Kilian Estivill

Digital Project Manager

Leads digital transformation and regenerative tourism projects at Aethnic.

WeRoots: Singular Experiences to Rediscover the Territory

- **Digital Transition:** Facilitating SME access to social-tech entrepreneurship via specialized tools.
- **Resilience:** Building competitiveness through digital expertise and environmental monitoring.
- **Community Impact:** Focusing on regenerative stewardship of marine and inland water resources.



Transforming Tourism through the Social & Solidarity Economy (SSE)

- Founded in Barcelona (2006).
- **Mission:** Using responsible tourism as a tool for social justice and environmental respect.
- **Identity:** A non-profit bridge between local communities, public administrations, and sustainable innovation.



ReSea Sports: From Sustainable to Regenerative

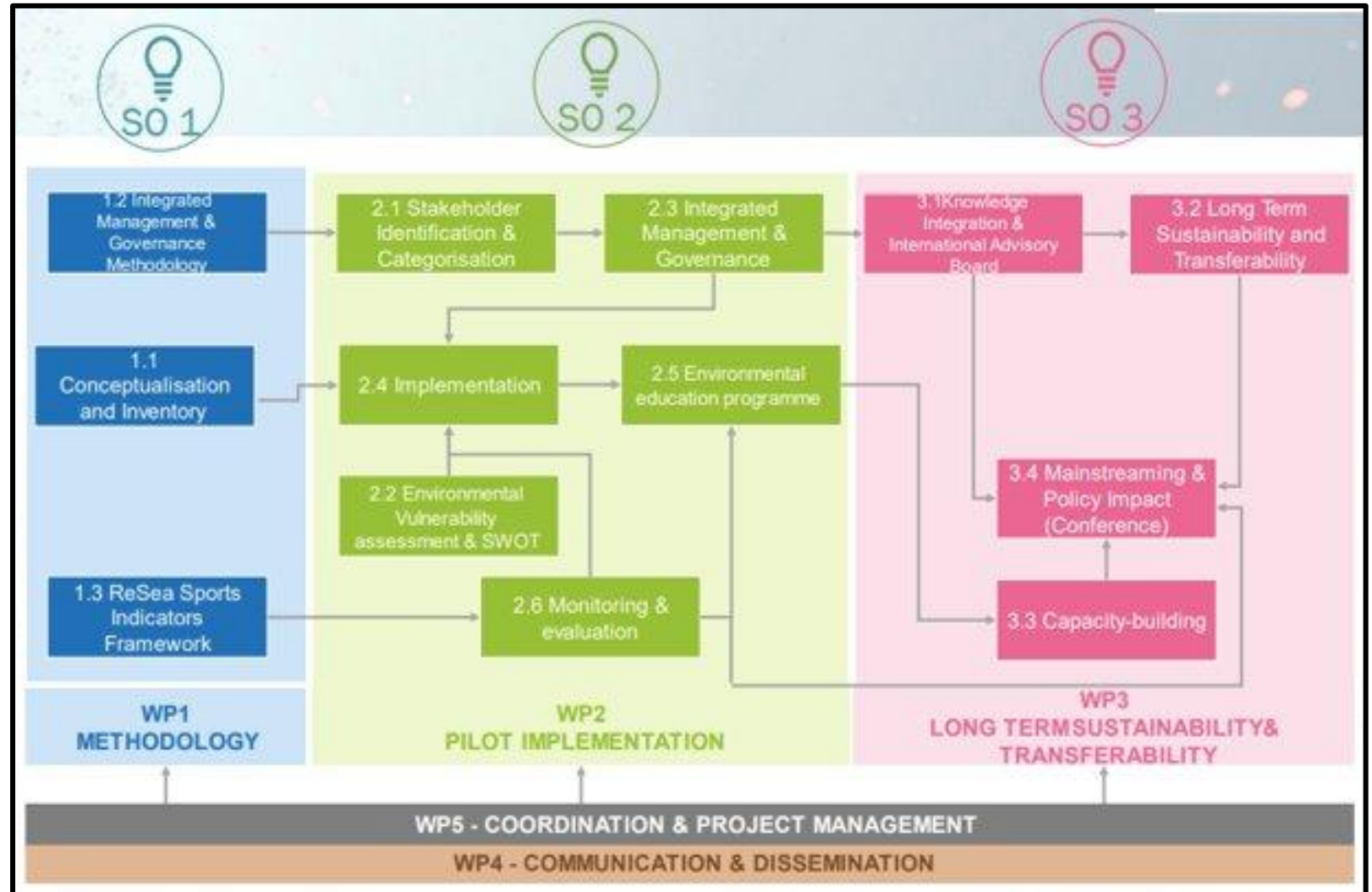
- **Goal:** Integrated governance for sustainable coastal sports management.
- **Philosophy:** Shifting from "minimizing impact" to active ecosystem restoration.
- **Mission:** Turning water sports into a positive environmental engine for climate adaptation.



Specific Objectives (SO) for the ReSea Sports project

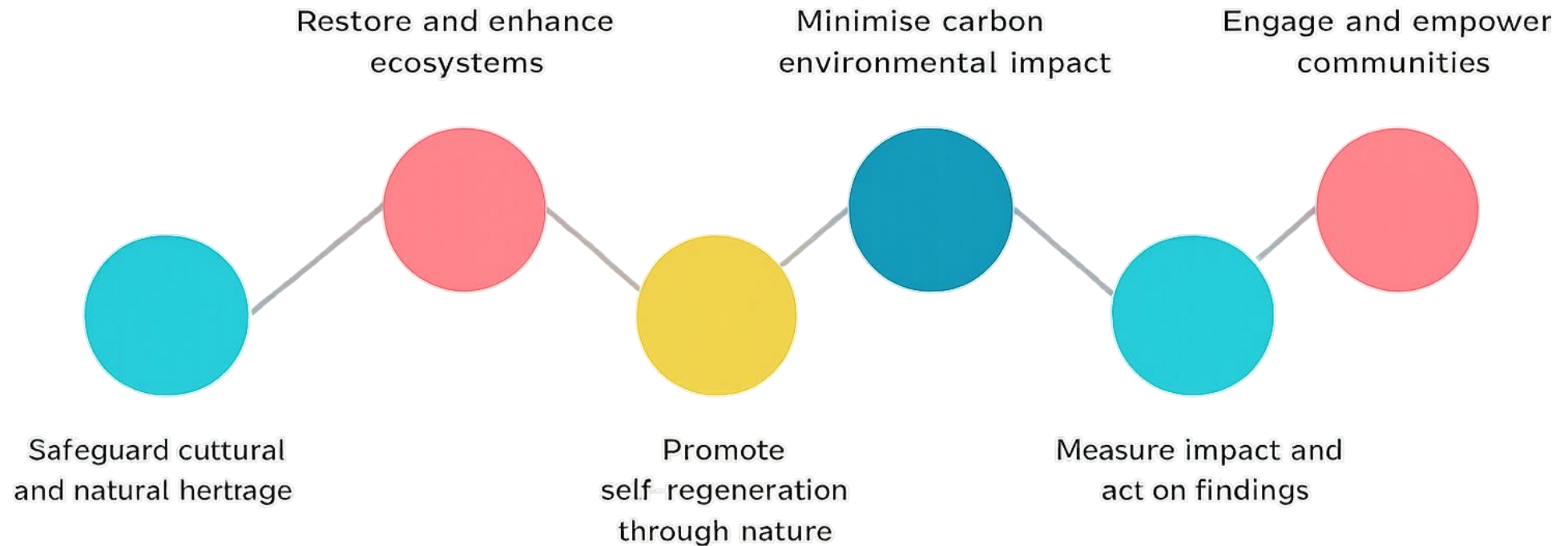
- **SO1: New Models of Practice.** Developing and implementing sport practice models that actively promote the regeneration of coastal areas.
- **SO2: Governance and Partnerships.** Advancing governance models to better promote sustainable practices and the adoption of regenerative sports models, with a focus on partnerships between public and local authorities.
- **SO3: European Networking.** Recognizing and highlighting sustainable and regenerative practices through stakeholder engagement within sustainability networks across coastal Europe.

ReSea Work Plan



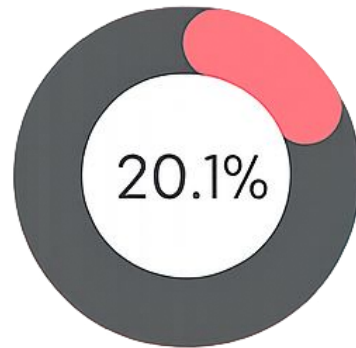
What Are Regenerative Sea Sports

A holistic evolution from sustainability to regeneration.

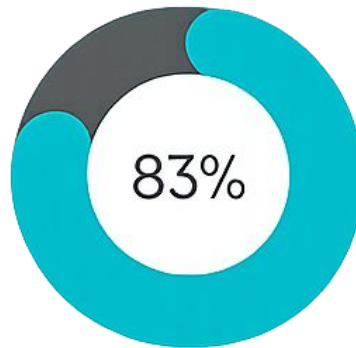


Key Data And Findings

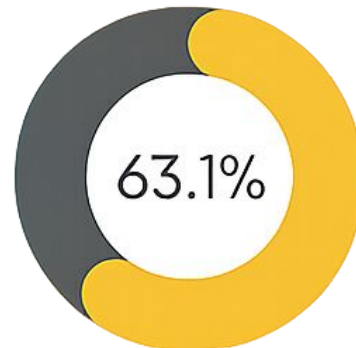
Based on 102 surveyed organisations



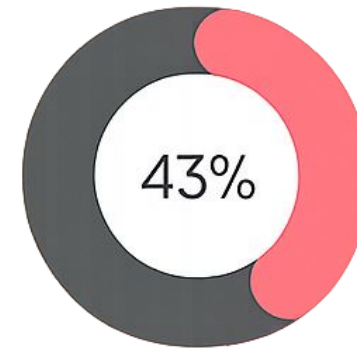
**AWARENESS OF
REGENERATIVE SEA
SPORTS'**



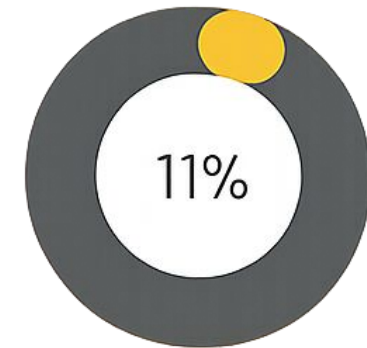
**BLIEVE SPORTS
CAN-BENEFIT
MARINE
ENVIRONMENT**



**CONSIDER
ENVIRONMENTAL
IMPACT
(REGULARLY)**



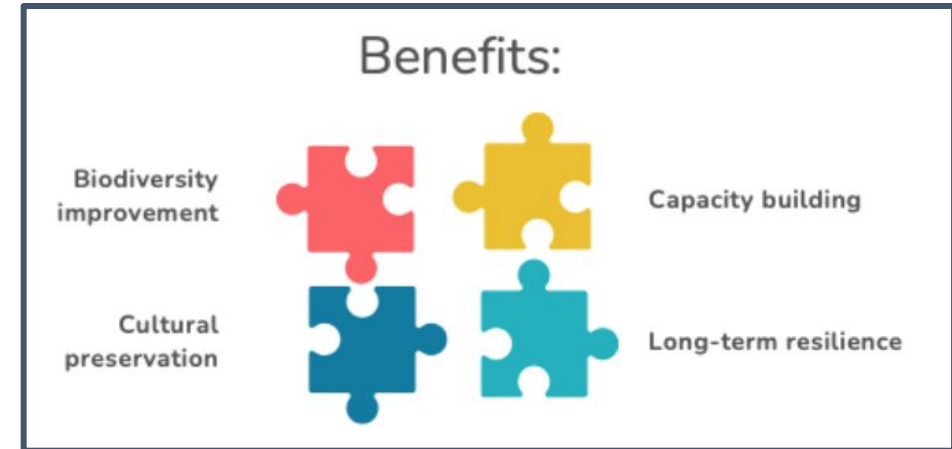
**WITNESSED
STAKEHOLDER
COLLABORATION**



**ENGAGE IN
RESTORATION
ACTIVITIES**

From Sustainable to Regenerative: Best Practices

Examples that move the needle:



The 5-Helix Integrated Governance Model

Stakeholder Rules



Indicators For Transition

7 Operational Areas for Regeneration Metrics

01 - GOVERNANCE

02 - CARBON & RESOURCE USE

03 - LOCAL ENVIRONMENT

04 - COMMUNITY

05 - CULTURAL HERITAGE

06 - LEARNING & WELLBEING

07 - REGULATION

ReSea – Pilot Implementation

Pilot site: Club Nàutic Vilassar de Mar (Spain)

1. Stakeholder mapping
2. Environmental assessment (SWOT)
3. Local stakeholder workshops
4. Implementation of regenerative actions
 - Sustainable sailing practices
 - Responsible resource management
 - Microplastics monitoring and awareness



Digital Innovation for Regenerative Blue Tourism



Erasmus+ program: Project number:
101184396
December 2024 - December 2027.



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WeRoots: Purpose & Values

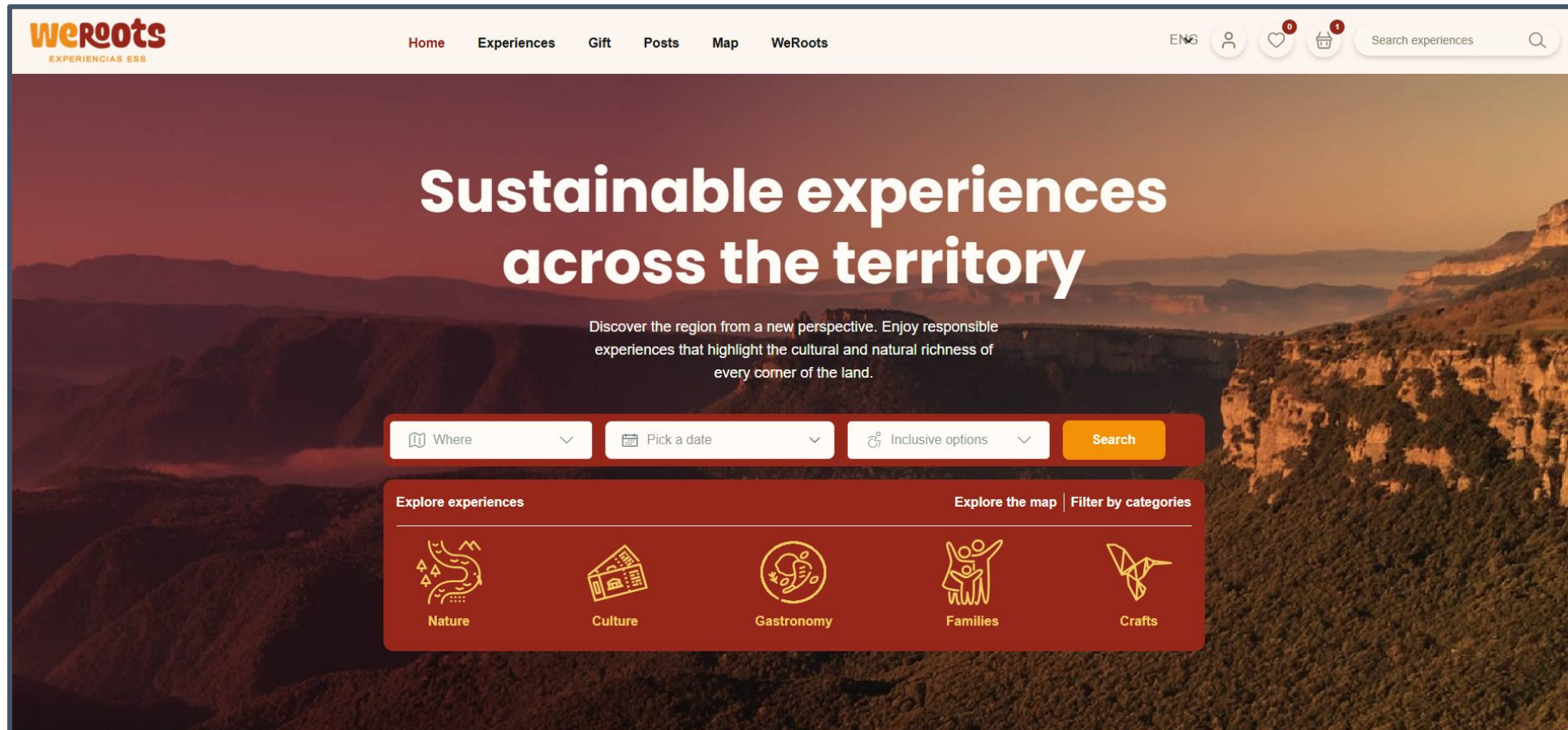
- **Goal:** Strengthening the Social Economy through co-created local experiences.
- **Philosophy:** Built on Proximity, Sustainability, and Social Justice.
- **Mission:** Driving more just, responsible, and inclusive tourism models through Digital Innovation.



The WeRoots Manifesto: "We Believe in a Different Tourism"

- **People at the Center:** Prioritizing community well-being over profit.
- **Dignified Work:** Defending fair labor relations and rejecting precariousness.
- **Gender Justice:** Eradicating discrimination and promoting feminist leadership.
- **Socio-Ecological Transition:** Traveling without a footprint and respecting ecological limits.
- **Cooperation:** Prioritizing collective work to strengthen local alternatives.
- **Identity:** Defending territorial culture and diversity against homogenization.

The WEROOTS Platform



The WEROOTS Experiences



Punt de trobada TALLER DE SERIGRAFIA

POBLENOU AND THE SOCIAL AND SOLIDARITY ECONOMY

A circular bike route to discover Poblenou through its cooperatives, social initiatives, a...



€25.00

[DETAILS AND BOOKINGS](#)



Boumort Indòmit carrer del Planell, Taús, les Valls d'Aguilar, Alt Urgell, Catalunya, 25795, Espanya

TOUCH THE MOUNTAIN

We preserve the biodiversity and cultural heritage of Boumort.



€525.00

[DETAILS AND BOOKINGS](#)



Cala Vidre Cala Vidre, l'Ametlla de Mar, Baix Ebre, Tarragona, Catalunya, 43860, Espanya

SNORKEL TRIP WITH OCEANOGRAPHS

Explanation about the fauna and flora that can be found during the experience



€25.00

[DETAILS AND BOOKINGS](#)



Cruilles Cruilles, Cruilles, Monells i Sant Sadurní de l'Heura, Baix Empordà, Girona, Catalunya, 17116, Espanya

FELT SOAP WORKSHOP

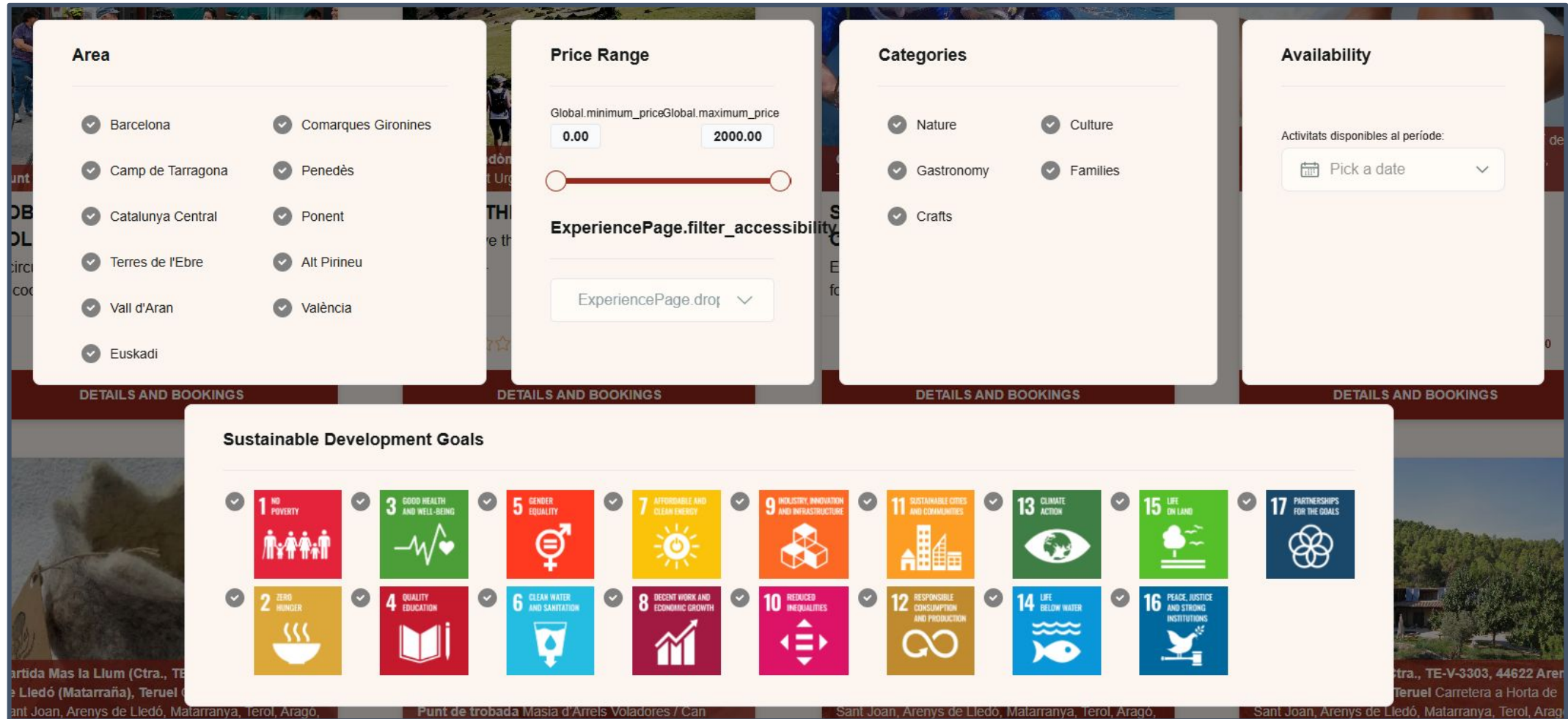
A farmer's experience.



€15.00

[DETAILS AND BOOKINGS](#)

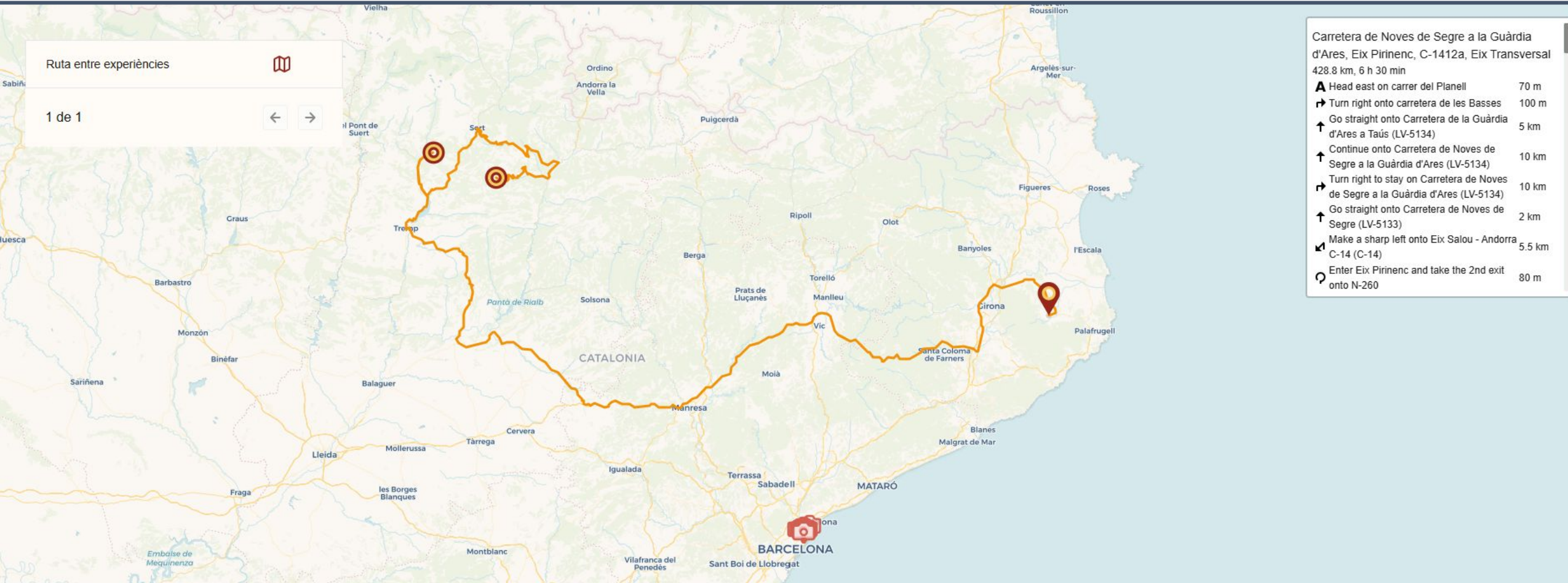
The WEROOTS Filters



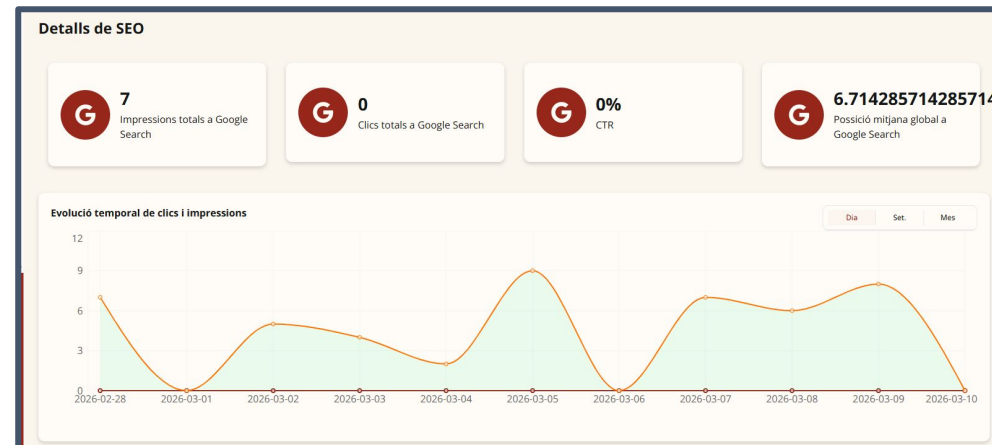
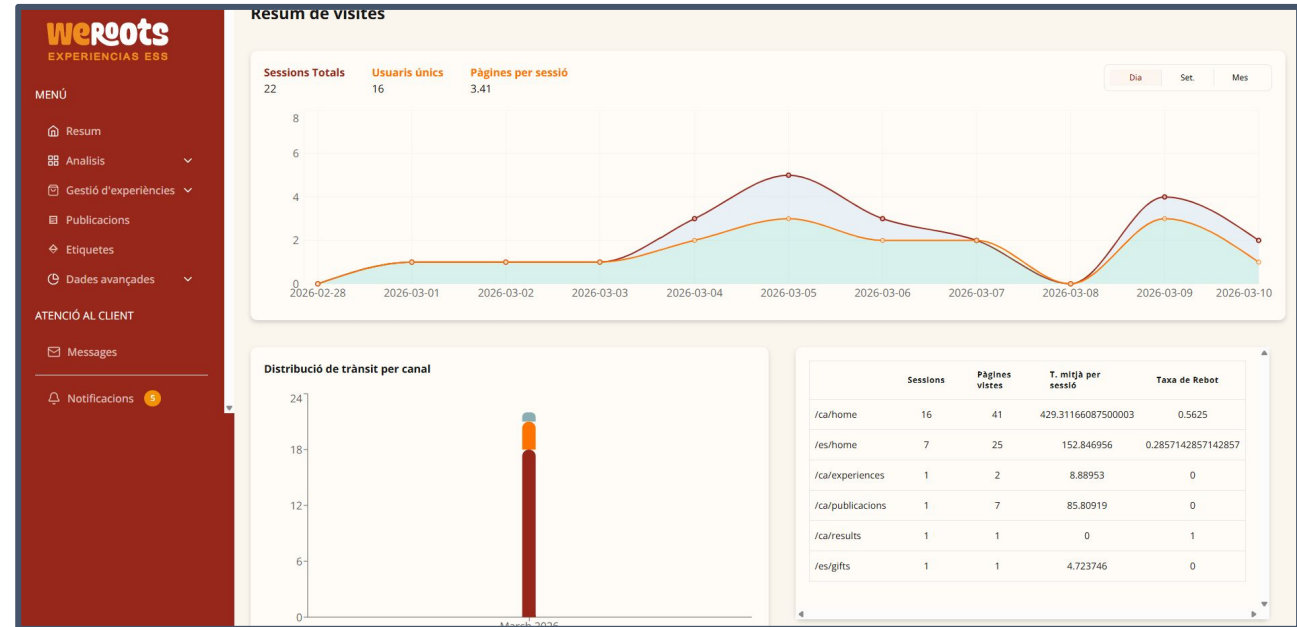
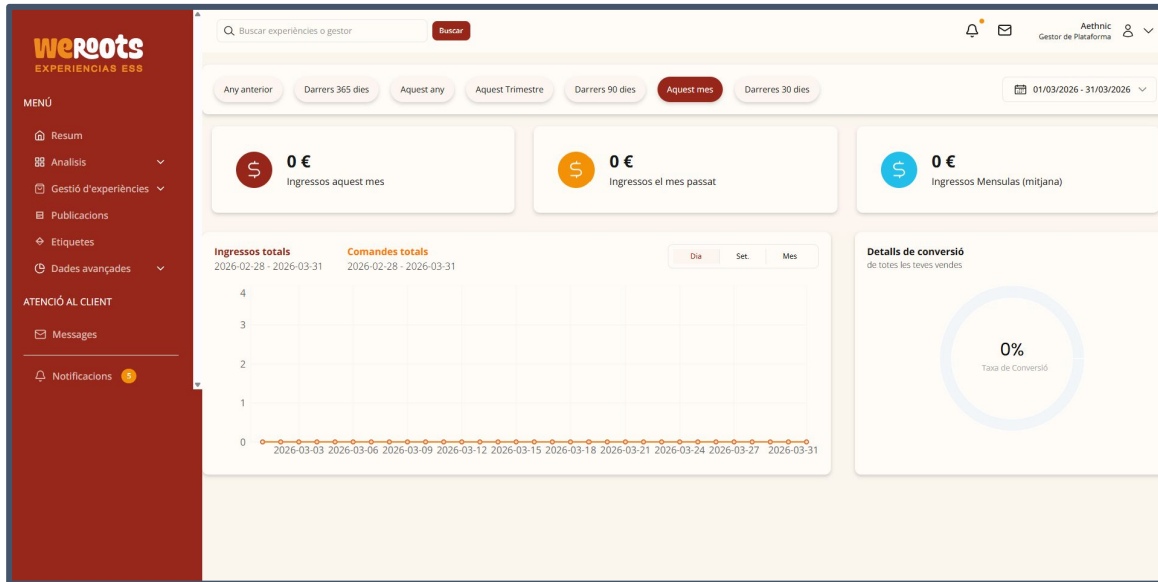
The screenshot displays the WEROOTS filters interface, which is organized into several sections:

- Area:** A list of regions with checkboxes, including Barcelona, Camp de Tarragona, Catalunya Central, Terres de l'Ebre, Vall d'Aran, Euskadi, Comarques Gironines, Penedès, Ponent, Alt Pirineu, and València.
- Price Range:** A slider set between 0.00 and 2000.00, with a dropdown menu for "ExperiencePage.filter_accessibility" set to "ExperiencePage.droç".
- Categories:** A list of categories with checkboxes, including Nature, Gastronomy, Crafts, Culture, and Families.
- Availability:** A section titled "Activitats disponibles al període:" with a date picker labeled "Pick a date".
- Sustainable Development Goals:** A grid of 17 icons representing the UN Sustainable Development Goals, each with a dropdown arrow. The goals shown are: 1. No Poverty, 2. Zero Hunger, 3. Good Health and Well-being, 4. Quality Education, 5. Gender Equality, 6. Clean Water and Sanitation, 7. Affordable and Clean Energy, 8. Decent Work and Economic Growth, 9. Industry, Innovation and Infrastructure, 10. Reduced Inequalities, 11. Sustainable Cities and Communities, 12. Responsible Consumption and Production, 13. Climate Action, 14. Life Below Water, 15. Life on Land, and 17. Partnerships for the Goals.

The WEROOTS Map



WEROOTS Business Intelligence



Thank you!

Let's collaborate to build regenerative tourism by empowering local communities, SMEs and territories through innovation and sustainability.

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