



MindScape

Interreg

South Baltic



Co-funded by
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Discover the calm

that can change the world

A GUIDE TO THE MINDSCAPE TOURISM
CERTIFICATION PROGRAMME



What is mental tourism?

Mental tourism focuses on experiences that support **emotional balance, calm and mental recovery**. It responds to growing levels of stress, digital overload and constant stimulation by offering structured moments of **rest and reconnection**.

It is based on slowing down, reducing external stimuli and creating space for reflection, presence and contact with nature. Instead of intense schedules and crowded attractions, it prioritises **silence, rhythm, observation and sensory awareness**.

Mental tourism encourages **simple but meaningful activities**. In each case, the goal is not consumption, but experience. Not speed, but depth.



Benefits and examples of mental tourism

For guests, mental tourism brings real benefits. It helps **reduce stress**, **improve focus and restore inner balance**, while offering a deeper and more meaningful connection with place and environment.

Mental tourism encourages **simple but meaningful activities**. Examples include **birdwatching**, where attention is directed toward sound and movement in nature; **apitherapy** experiences that combine learning and sensory calm; **herbal walks** and traditional plant-based workshops; **enotourism** designed as a slow, mindful encounter with wine, landscape, seasonality and local culture.





What is MindScape tourism certification

MindScape Tourism certification is a **quality label for tourism operators** whose offers support mental wellbeing, connection with nature and responsible travel.

It recognizes **places and services** that create **calm, restorative and meaningful** experiences for guests. The certification helps operators communicate their values clearly and helps visitors make informed choices when looking for mindful tourism experiences.

The programme aims to establish a certification standard for tourism operators in the South Baltic area who offer experiences aligned with mental wellbeing, environmentally sustainable practices, regional values and natural heritage.

The tools and methodology were developed through cross-border cooperation. Project partners jointly designed and implemented a shared operational framework and an online self-assessment tool that forms the foundation of the certification process.



MindScape tourism certification programme

Who is it for?

MindScape Tourism certification is for those who value **mindfulness, respect for nature, sustainability and responsible tourism**, as well as who are looking for clear standards to stand out on the market and communicate how their offer differs from conventional tourism.

The programme is for you if:

- You create travel experiences that calm the mind, organise emotions and support the mental wellbeing of your guests.
- You want your property or offer to be associated with trust, safety and a high quality of experience.
- You are guided by values such as mindfulness, respect for nature, sustainability and responsible tourism.
- You are looking for clear and consistent standards that help you stand out on the market and clearly communicate how your offer differs from conventional tourism.



For accommodation providers who want to become spaces of regeneration, rest and deeper reflection.

For creators of non-accommodation offers who design meaningful, mindful experiences in nature.



Benefits of certification

The MindScape Certification Programme strengthens the credibility and visibility of your offer in the growing wellbeing tourism market.

-  Confirms a high standard of quality in tourism services and products.
-  Increases the visibility of your offer on the international market.
-  Builds trust among guests seeking authentic and meaningful experiences.
-  Opens access to new partnerships and promotional opportunities.
-  Supports human wellbeing while protecting the planet and local communities.



4 simple steps

Step 1: Self-assessment

The operator completes an online form and evaluates compliance with the criteria. Short descriptions, photos and links to the offer are attached. The form includes both mandatory and additional criteria.

Step 2: Review

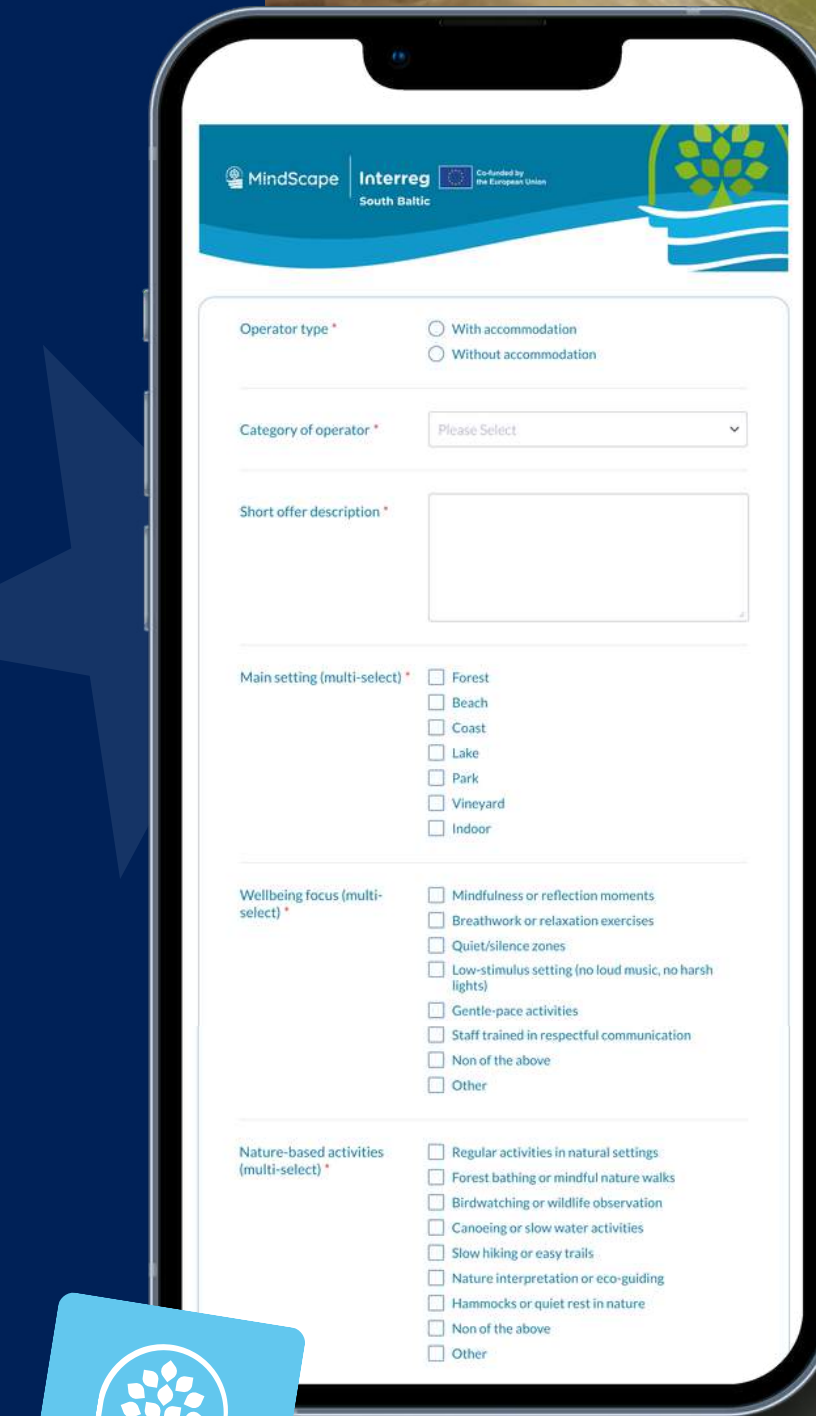
The project team analyses the submitted materials. A short online interview or video presentation of the site may be requested.

Step 3: On-site or remote visit (selected cases)

Additional verification is carried out for a selected number of applicants, particularly accommodation providers.

Step 4: Scoring and certification level

Points are awarded based on the percentage of fulfilled criteria, and the appropriate certification level is granted.



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Operator type *

☐ With accommodation

☐ Without accommodation

Category of operator *

Short offer description *

Main setting (multi-select) *

☐ Forest

☐ Beach

☐ Coast

☐ Lake

☐ Park

☐ Vineyard

☐ Indoor

Wellbeing focus (multi-select) *

☐ Mindfulness or reflection moments

☐ Breathwork or relaxation exercises

☐ Quiet/silence zones

☐ Low-stimulus setting (no loud music, no harsh lights)

☐ Gentle-pace activities

☐ Staff trained in respectful communication

☐ Non of the above

☐ Other

Nature-based activities (multi-select) *

☐ Regular activities in natural settings

☐ Forest bathing or mindful nature walks

☐ Birdwatching or wildlife observation

☐ Canoeing or slow water activities

☐ Slow hiking or easy trails

☐ Nature interpretation or eco-guiding

☐ Hammocks or quiet rest in nature

☐ Non of the above

☐ Other

Certification levels

The MindScape Tourism Certification Programme distinguishes three levels, reflecting the degree of compliance with the evaluation criteria.

MindScape Certified – Basic

Confirms that the core principles of wellbeing-oriented and sustainable tourism are in place. It demonstrates a solid foundation aligned with the programme values.

MindScape Certified – Advanced

Indicates a high level of integration between wellbeing, nature, sustainability and local cooperation. The offer shows consistency and maturity.

MindScape Certified – Model Site

Awarded to exemplary operators whose practices can inspire others and represent full alignment with the MindScape philosophy.



Practical informations

The MindScape certificate is valid for a period of **two years**, with possibility to renew. After the two-year validity period, the operator may apply for recertification.

The recertification process allows the same level to be renewed or a higher level to be achieved. The terms and conditions of certification may be subject to change.

Moving to a higher level is possible by expanding the offer, strengthening sustainability practices, improving accessibility or adding educational and reflective elements.



During 2 years period, the certified operator may freely use the MindScape certification mark and communicate their certified status.

How to use your certificate

Certification should be used as a clear quality signal for guests. The MindScape mark **can be displayed** on websites, booking platforms, social media channels, printed materials and on-site information.

The certification can also be integrated into your **storytelling, press materials, partnership proposals and cooperation with tour operators** or destinations. It strengthens credibility in conversations with institutions and organisations that value responsible and sustainable tourism.

On the following pages, you will find a practical guide on how to use the full set of visual and promotional materials included in the certification kit.



Kit of promotional materials

FOR CERTIFIED
TOURISM OPERATORS

Badge for web & print

The transparent-background badge is designed for flexible use across all communication channels. It adapts easily to different layouts and backgrounds, ensuring consistent visual identification of your certified status.

It can be used on your website homepage, subpages, booking sections, email footers, presentations and promotional materials in both digital and printed formats. The badge serves as a clear and professional confirmation that your offer has been officially certified under the MindScape Tourism Certification Programme.

Example: displayed on the homepage or near the booking section to reassure guests before they make a reservation.



PNG FILES

Badge for web & print

The social-media-ready badge is prepared in a square format optimised for feeds and stories. It is available as a static PNG file and as an animated MP4 version to increase visibility and engagement.

It can be used as a standalone post, as part of a carousel sequence or as the final slide highlighting your certified status. The animated version adds movement and draws attention while maintaining a professional and consistent identity.

Example: used as the final slide of a carousel post announcing your certification or included in stories during promotional campaigns.



PNG & MP4 FILES



MindScape tourism certification programme

Large sticker badge

The MindScape certification sticker is a visible sign of quality that can be placed at the entrance of your property, for example on doors, windows or reception areas. It immediately informs guests that the location has been officially recognised as part of the MindScape Tourism Certification Programme.

The sticker works as a trust signal, similar to labels used by international booking and review platforms. It reassures visitors on-site and strengthens your positioning as a wellbeing-oriented and responsible operator.

It should be displayed in a clearly visible place, preferably at the main entrance or reception, where guests can easily notice it upon arrival.



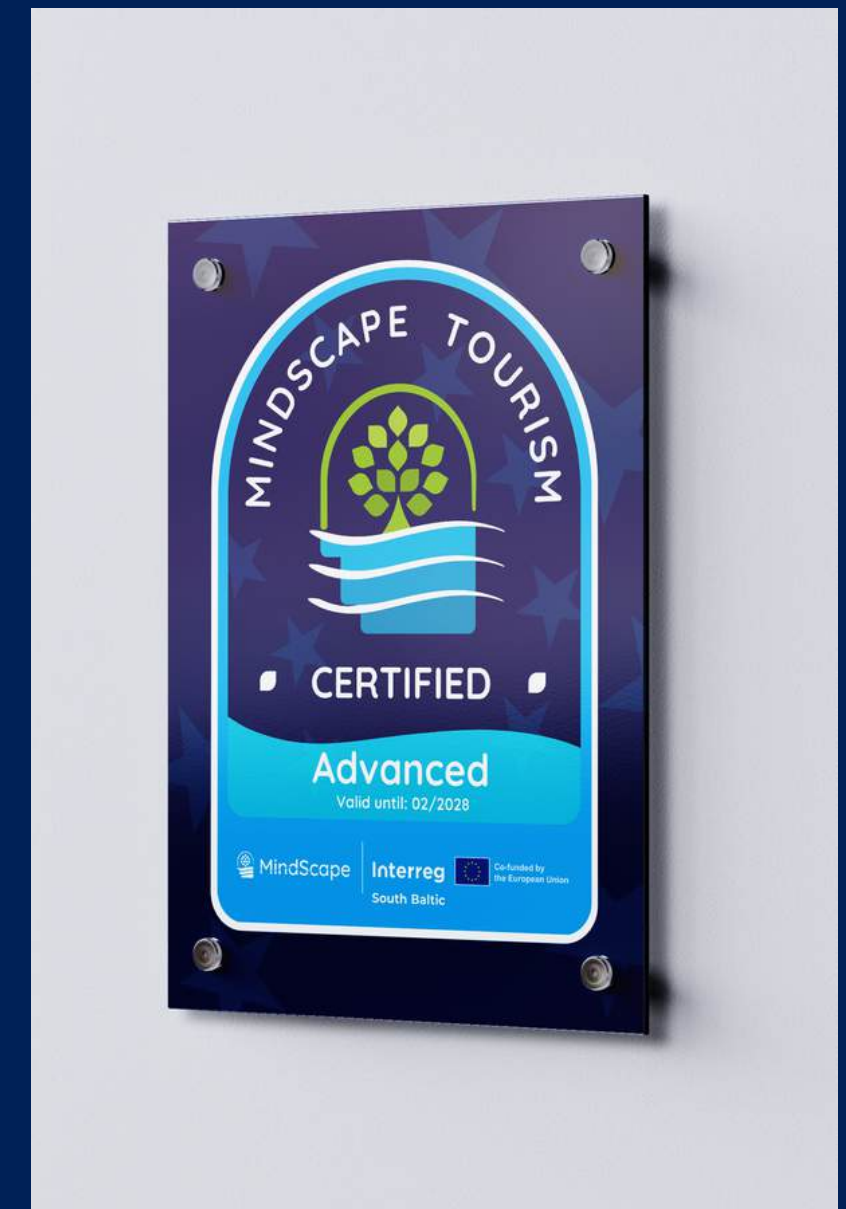
Outdoor info sign

The outdoor information sign is a physical element designed for installation on the building façade or near the main entrance. It makes the MindScape certification clearly visible from the outside, even before guests enter the property.

The sign strengthens first impressions and acts as an immediate quality signal for visitors arriving on site. It should be placed in a well-lit and easily noticeable location, such as next to the main door or at the driveway entrance.

Example: installed by the main entrance to inform guests and passers-by that the site is officially MindScape certified.

Two versions of the board are available – with transparent or dark blue background. To receive a dedicated design for you to print, please contact us at info@mobilnosc.org

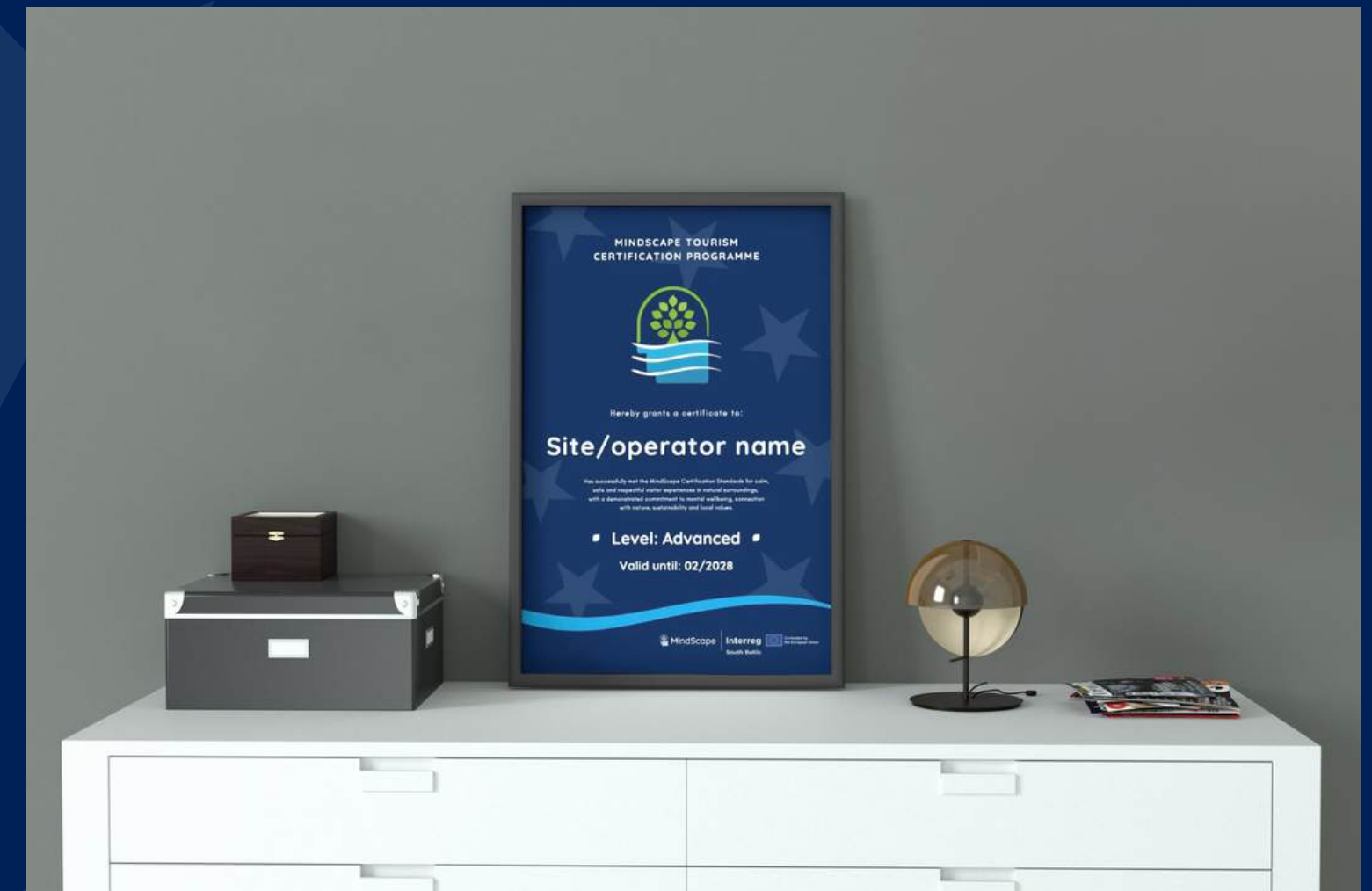


Framed certificate

The framed certificate is an official document confirming the awarded certification level. It is intended for indoor display and serves as formal proof of participation in the MindScape Tourism Certification Programme.

Displayed in visible interior spaces, it reinforces trust and transparency and supports conversations with guests and partners. Typical locations include the reception area, entrance hall or office.

Example: placed at reception or in the entrance area where guests can easily see it upon arrival.



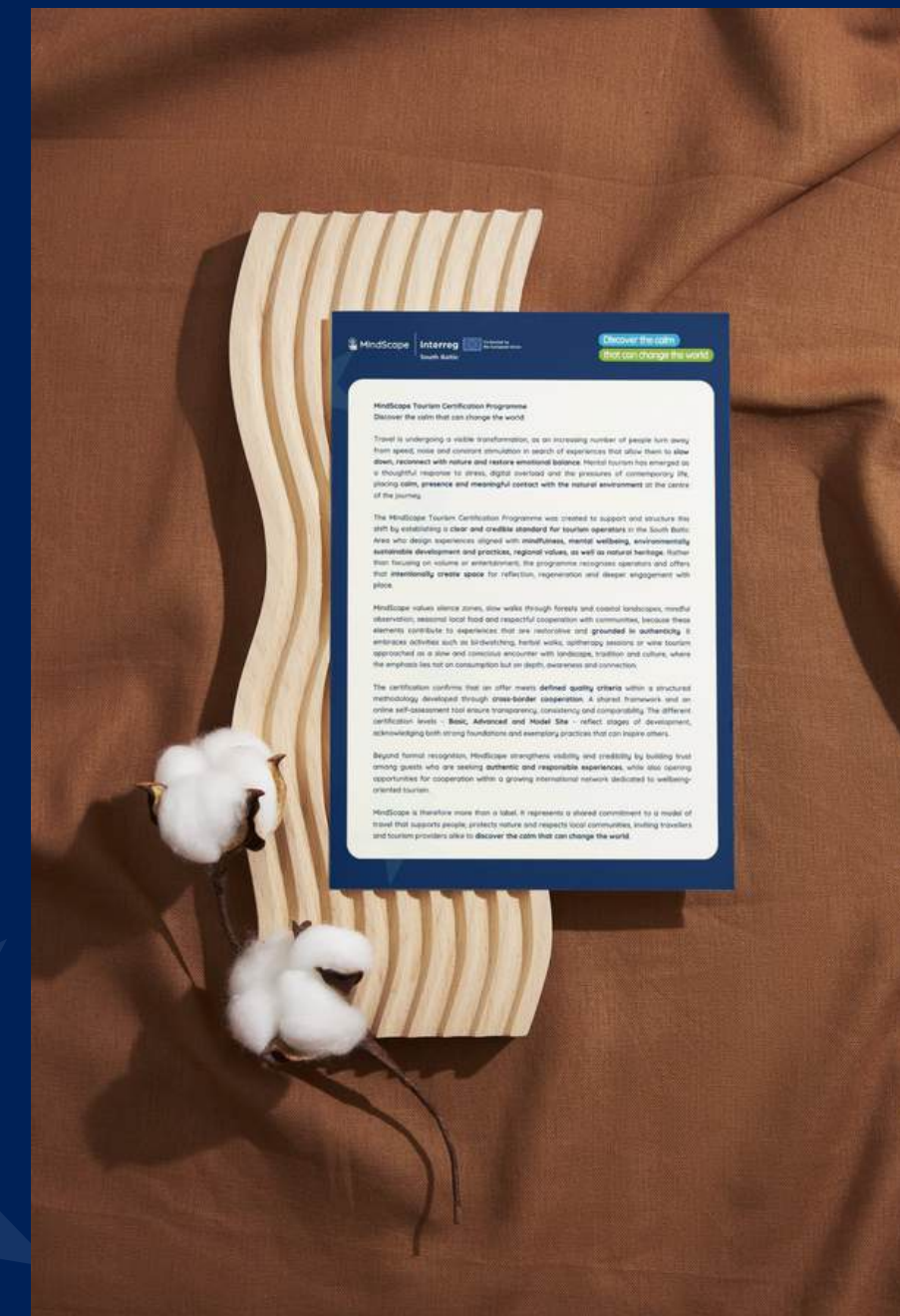
Storytelling content

The certification package includes professionally prepared storytelling content that supports clear and engaging communication of the certified status. This includes press releases, narrative descriptions for social media posts and website texts that explain the meaning and value of the MindScape certification.

These materials translate certification principles into compelling stories about calm, nature and wellbeing. They can be used in media outreach, newsletters, social media campaigns and partnership communication.

Selected visual assets, such as photographs or short video materials, may also be provided to ensure coherent and professional promotion aligned with the MindScape identity.

Kit of promotional
materials





MindScape tourism certification programme

Access to kit

All certification-related materials, including visual assets like badges and other storytelling content, are available in the shared cloud folder. The resource library is designed to support consistent and professional communication of your MindScape certified status across all channels. We can update the cloud folder with further materials in the future.

Access the full media kit [HERE](#) 

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