

Schedule of Reggae activities for project entrepreneurs

Date and time	Topic + content	Place
14 March 2025	Brief to project activities <i>Project schedule, and brief to product development process shared by email.</i>	Email
April 2025	Interest check for films and marketing material <i>If you are interested in welcoming the REGGAE team to filming your business, please fill in the form before the 25th April.</i>	Email
7-10 April 2025	Project meeting Spring 2025 <i>Separate invitation and schedule have been shared by email.</i>	Joensuu
8 April 2025 Finland 12:00-14:00 Sweden 11:00-13:00	Product development workshop 1 (part of project meeting) <i>First product development workshop; themed around pricing. The work is based on a selected product, and instructions for preparation have been shared by email.</i>	Joensuu / Online
April-June 2025	One-to-one meetings (optional) <i>To arrange a one-to-one meeting for support to start working with the product development contact Angelique (Finland) or Floriane (Sweden).</i>	In person / online as agreed
19 May 2025 Finland: 14-17:30 Sweden: 13-16:30	Product development workshop 2 <i>Second product development workshop; themed around transformative tourism.</i> You can find and watch the recordings and slideshows here!	Online
Spring / summer 2025	Customer and entrepreneur case studies Customer study: <i>Entrepreneurs will share the survey for their customers</i> <ul style="list-style-type: none"> • Luke will share link and QR-code for companies who can share them to customers by the end of March • Customer interviews and observational study - UEF Entrepreneur study Luke <ul style="list-style-type: none"> • Survey related to attitudes and well-being of entrepreneurs will be shared by Luke in the workshop in April 	Online In person/ as agreed
Summer / Autumn 2025	Filming of a project movie about the journey towards regenerative tourism <i>Companies will be contacted separately to plan the filming.</i>	On site at the companies

Autumn 2025	Customer case studies follow up activities (no need for company involvement) <i>Follow-up surveys for customers (online)</i> <i>Follow-up customer interviews (online)</i>	
Autumn 2025	Digital visibility training <i>Schedule and content to be announced during spring 2025.</i>	Online
Autumn 2025	Product development activities continue <i>Schedule and content to be announced during spring 2025.</i>	
October 2025 – week 44	Project meeting Autumn 2025 <i>Schedule and content to be announced after summer 2025.</i>	TBC
Autumn 2025 - Spring 2026	Regenerative tourism course and other courses <i>Schedule and content to be announced during spring 2025.</i>	Online
Spring 2026	Final project activities <i>Schedule and content to be announced at the end of the year 2025.</i>	TBC
Spring 2026	Project meeting Spring 2026 <i>Schedule and content to be announced at the end of the year 2025.</i>	TBC
Summer 2026	Final conference	TBC

Contact information

Please contact us for any additional information and support!

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