

Project PAN – Regenerative Tourism in Greece

Nature • Culture • Community • Regeneration

Project PAN is a regenerative tourism initiative rooted in rural Greece. Inspired by the ancient god Pan, the project supports communities and businesses to restore ecosystems, celebrate living culture, and build resilient local economies through tourism.

Vision & Purpose

To transform rural Greek destinations into thriving regenerative landscapes where tourism actively restores nature, strengthens community wellbeing, and safeguards cultural heritage for future generations.

Key Focus Areas

- Regenerative tourism & rural enterprise development
- Ecosystem restoration & biodiversity protection
- Cultural heritage & traditional knowledge
- Community-led stewardship
- Place-based economic resilience

Activities

- Training and mentoring for rural tourism businesses
- Nature-based and land regeneration initiatives
- Design of immersive visitor experiences
- Local food, farming, and craft value chains
- Partnerships with municipalities and NGOs

Who It Supports

- Small rural tourism enterprises
- Farmers and land stewards
- Artisans and cultural practitioners
- Local communities and local authorities

Expected Impact

- Restored landscapes and healthier ecosystems
- Stronger, diversified rural incomes
- Increased community pride and participation
- Meaningful visitor connections
- Long-term destination resilience

Why Greece?

Greece's biodiversity, deep-rooted traditions, and extensive rural landscapes provide an ideal foundation for regenerative tourism. Project PAN builds on Mediterranean land wisdom and community ties to create models that can be shared beyond Greece.