



# Nature for health and well-being: exploring innovation opportunity in Green Care

Green for Health  
and Social Inclusion

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[www.greenforcare.eu](http://www.greenforcare.eu)



Background

Overview

Join

Learn

Practice

Opportunity



## Background

# PUBLIC HEALTH CHALLENGES

- **Urbanization** is a growing trend
- **Mental health** is dominating the global burden of disease (800,000 die in suicide every year)
- **Obesity** is a “pandemic” (4 million deaths per year...)
- **Chronic, lifestyle related** diseases are increasing in prevalence across the world (38 million deaths per year)
- **Climate change** is an increasing threat to human health



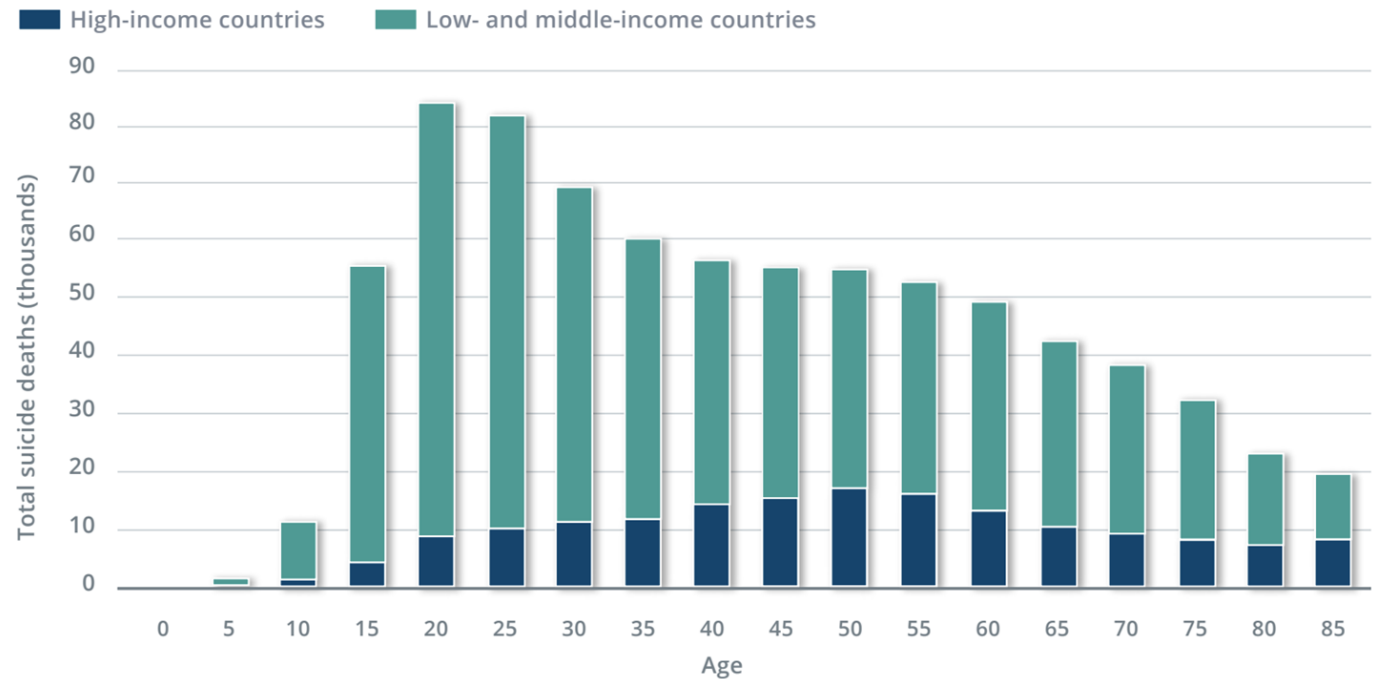
# Stress is a risk factor for depression > fatal disease

## Facts and Figures

Urban living is associated with increases in the following mental health problems

- Increase in mood disorders by up to 39%
- Increase in anxiety disorders by up to 21%
- Double the risk of schizophrenia (up to 2.37 times above average)
- Increase in rate of cocaine and heroin addiction

**Global suicides, by age and country income level (thousands)**



# PHYSICAL INACTIVITY ALSO IS A THREAT

Globally, one in four adults and 80% of adolescents do not do enough physical activity (WHO, 2020)

- Heart disease, stroke, diabetes, cancer, dementia, depression
- 2 million deaths per year



# GREEN HEALTH

- Tree-rich greenspace plays a **protective role** on mental health situations (Wortzel et al., 2021)(Jarvis et al., 2020)
- Increase the occasion for **social activity and connections** (Seeland et al., 2009)
- Effective **preventive and protective** function during a time of global crisis (Burnett et al.,2020; Lopez et al., 2021).



# GREEN EXERCISE





## Nature and health – pathways and outcomes



### BIODIVERSITY

- Ecosystem Services**
- Cooling of cities
  - Storm-water runoff
  - Reduced air pollution
  - Providing microbiota

### Physical activity

### Social contacts

### Stress reduction

- Health and well-being**
- Performance (e.g., academic, occupational)
  - Subjective well-being (e.g., happiness)
  - Persistent physiological changes (e.g., high cortisol levels)
  - Morbidity (e.g., CHD, depression)
  - Mortality (e.g., CVD, all cause)
  - Longevity

Adapted from Hartig et al. 2014:  
<http://www.annualreviews.org/doi/abs/10.1146/annurev-publhealth-032013-182443>



[isglobalranking.org](http://isglobalranking.org)

**CITIES IN EUROPE  
COULD PREVENT UP TO**



deaths  
each year



wow nature®

Over  
**60%** of population has  
insufficient access  
to green space.

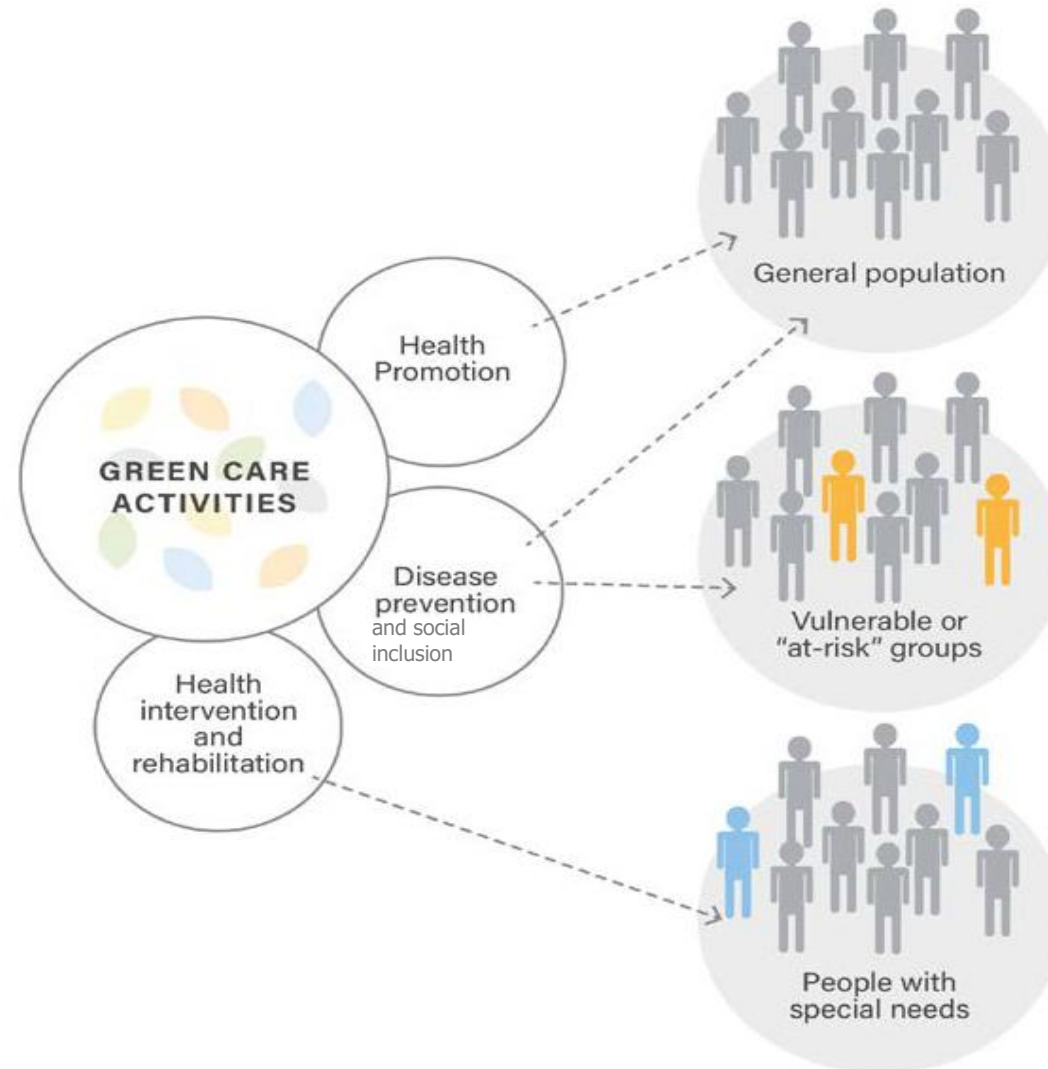
#ISGlobalRanking

ISGlobal \_\_\_\_\_ Ranking Of Cities

# MORE CONNECTION WITH NATURE

Facilitating **organized and purposeful** connection with nature enable to reach:

- Specific **health objectives**
- Specific **target of populations**
- Valuing different **ecosystems**
- Creating **opportunities** for urban and rural areas





# GREEN AND FOREST CARE INITIATIVES

‘**Green Care**’ is a range of activities that promotes physical and mental health and well-being through contact with nature. It utilises farms, gardens and other outdoor spaces as a therapeutic intervention for vulnerable adults and children (Sempik et al., 2010)

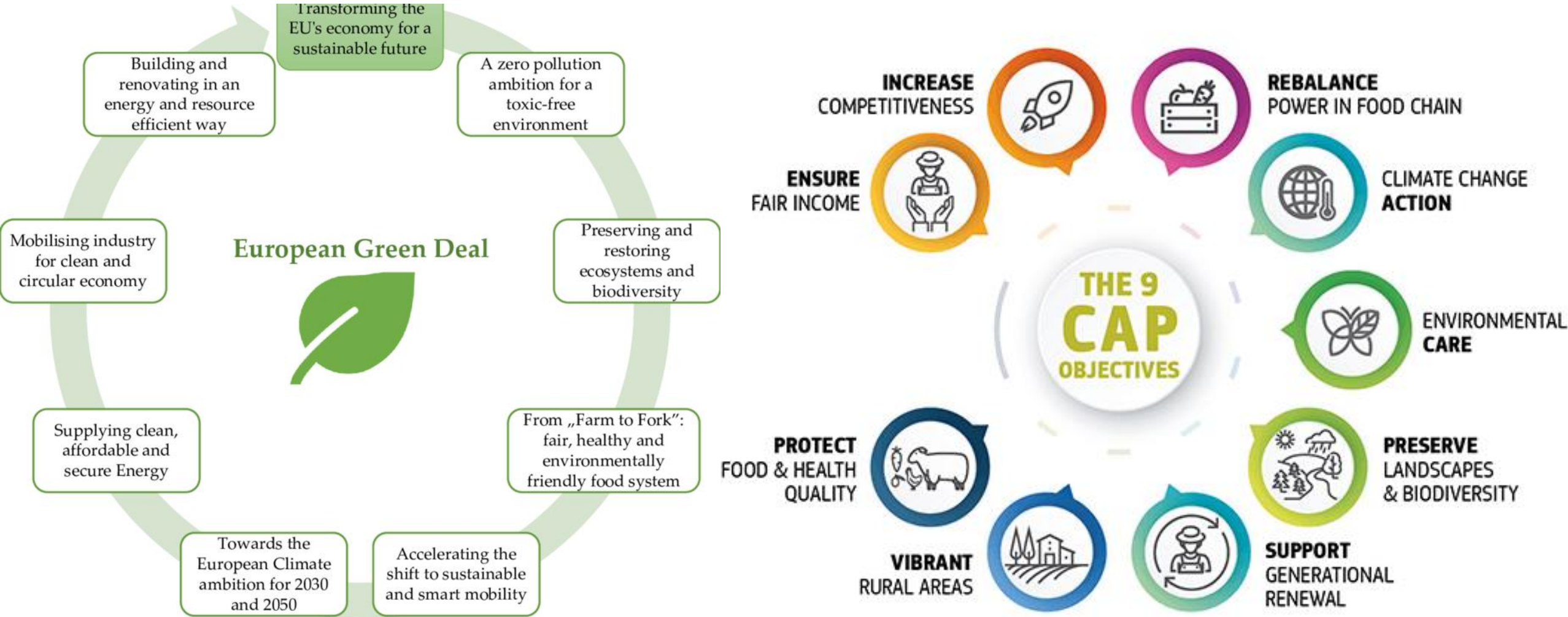
We define **Forest Care Initiatives** (FCIs) as “*organized initiatives that use (passively or actively) contact with forest's elements and atmosphere to increase the level of well-being of individuals, people and communities*”.

Doimo et al., 2021

# EXAMPLES OF GREEN CARE INITIATIVES



# EU policy context





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**Solution?**

**Green4C** is a three-year project innovating and promoting nature-based health and social care through university business alliances.

 **FOREST-BASED CARE**

**SOCIAL AGRICULTURE** 



**OUR 4  
THEMATIC  
SECTORS**



 **GREEN CARE TOURISM**

**URBAN GREEN CARE** 



Our purpose is to contribute to the development of **Green Care entrepreneurial opportunities** for students, researchers, professionals, as well as practitioners to promote nature-based solutions for health, well-being, and social inclusion.



# How Green4C works... in 3 simple steps



# JOIN

The first international alliance  
dedicated to Green Care.



Explore



Share



Learn



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1. Definition of Green Care and thematic sectors
2. Training Needs Assessments + Stakeholders database 20 Case Studies
3. Innovation report and blueprint: analysing entrepreneurship and innovation in Green Care
4. 4 Market Outlooks



case study  
**METSÄMIELI**

Metsämieli or Forestmind, as we use to say in English, is a program of exercises of mind skills designed to utilize and intensify the natural healing effects of forests and is ideal for promoting self-awareness, relaxation, stress relief, refreshment, and invigoration. The method uses psychology, mindfulness and life coaching, in a natural setting or with natural imagery.

*"The impact of Metsämieli (Forestmind) methodology cannot be captured by quantifying it, the impact is about making a difference in the lives of individuals, like when they come back with gratitude and tears in their eyes. It is when you help families re-connect and depressed youth gain will to go on, simply thanks to spending time in nature and making it a life-style. That kind of impact has more value for us"*

Sirpa Arvonen

**MODEL IN A NUTSHELL**

— Website <a href="https://metsamieli.fi/Etusivu/">metsamieli.fi/Etusivu/</a>	— Main sector Private and voluntary
— Social channels <a href="https://facebook.com/Metsamielimenetelma">facebook.com/Metsamielimenetelma</a> <a href="https://instagram.com/metsamielimenetelma">instagram.com/metsamielimenetelma</a>	— Specific sector Education, Social care, Tourism, Corporate well-being
— Country Finland	— Stage of development Project
— Contact us through Alliance <a href="https://greenforcare.eu/join4c/metsamieli-forestmind/">greenforcare.eu/join4c/metsamieli-forestmind/</a>	— Our work in SDGs



*Forest Mind*



There is a clear need for **innovation and entrepreneurship** training in the **Green Care** sector!



**Green Care: from academic  
theory to entrepreneurial practice**  
E-learning course

# PRACTICE

Grow your idea with us!



## Innovation Challenge

Your entry point to the world's first Summer School on Green Care



## Summer School

A unique opportunity to gain knowledge and entrepreneurship capacity and skills in Green Care



## Hackathons

Solve major Green Care problems in five different EU countries

# SUMMER SCHOOL

Participate in the Business Innovation Challenge  
and gain access to the Summer School

**BUSINESS  
INNOVATION  
CHALLENGE**

1<sup>st</sup> may

Green Care  
idea

Green Care  
Innovation

**SUMMER  
SCHOOL**

15.06-08.07

- 100+ Expert mentors
- 1000s in Grant aid
- Solution benchmarking
- 4 weeks business development
- 1 Green Care Fair
- 25 Green Care Entrepreneurs

# SUMMER SCHOOL

Specialisation in Green Care entrepreneurship

## Seeding



**Sense-making  
through theory**  
15-17.06  
(online)

## Rooting



**Experiencing  
in places**  
20-24.06  
(Italy)

## Nourishing



**Learning  
in action**  
27.06-01.07  
(Italy)

## Branching



**Finalising  
the Green Care idea**  
4-8.07  
(Italy)





*A natural way to  
foster urban  
mental health and  
well-being*



# Learning Ecosystems

## Clustered Projects

Projects funded under SC5-14-2019 focused on visionary and integrated solutions for urban health and well-being.



## Linked Projects

Projects coordinated by partners on our project, including NBS (Connecting Nature), Health (Recetas) and mobility (Diamond)



## Focus on NBS and *health*

- Non-traditional formats
- In person only
- Case studies
- Innovation competition
- monitoring human and environmental health.



**GoGreenRoutes  
Summer School  
360 Health: Where  
Nature and Health  
Rhyme**  
**29th June - 1st July**  
Valleta, Malta



See @GoGreenRoutes for more information





- What are some key barriers to development and scaling and how you overcame them?
- Do you have examples where entrepreneurship education helped on your journey?

en4c

# Connecting Nature Enterprise Platform



[www.naturebasedenterprise.eu](http://www.naturebasedenterprise.eu)



The world's biggest community  
for nature-based enterprises

Join our  
communities

Find buyers and  
suppliers

Share opportunities  
and news

Be part of events  
and networking

Access resources  
and reports



# Be part of our communities of practice

Join our  
communities



**Water  
Management**



**Community  
Engagement**



**Green  
Buildings**



**Urban  
Landscapes**



**Smart Tech**

Be part of events  
and networking



**Health &  
Wellbeing**



**Sustainable  
Agriculture**



**Sustainable  
Tourism**



**Sustainable  
Forestry**

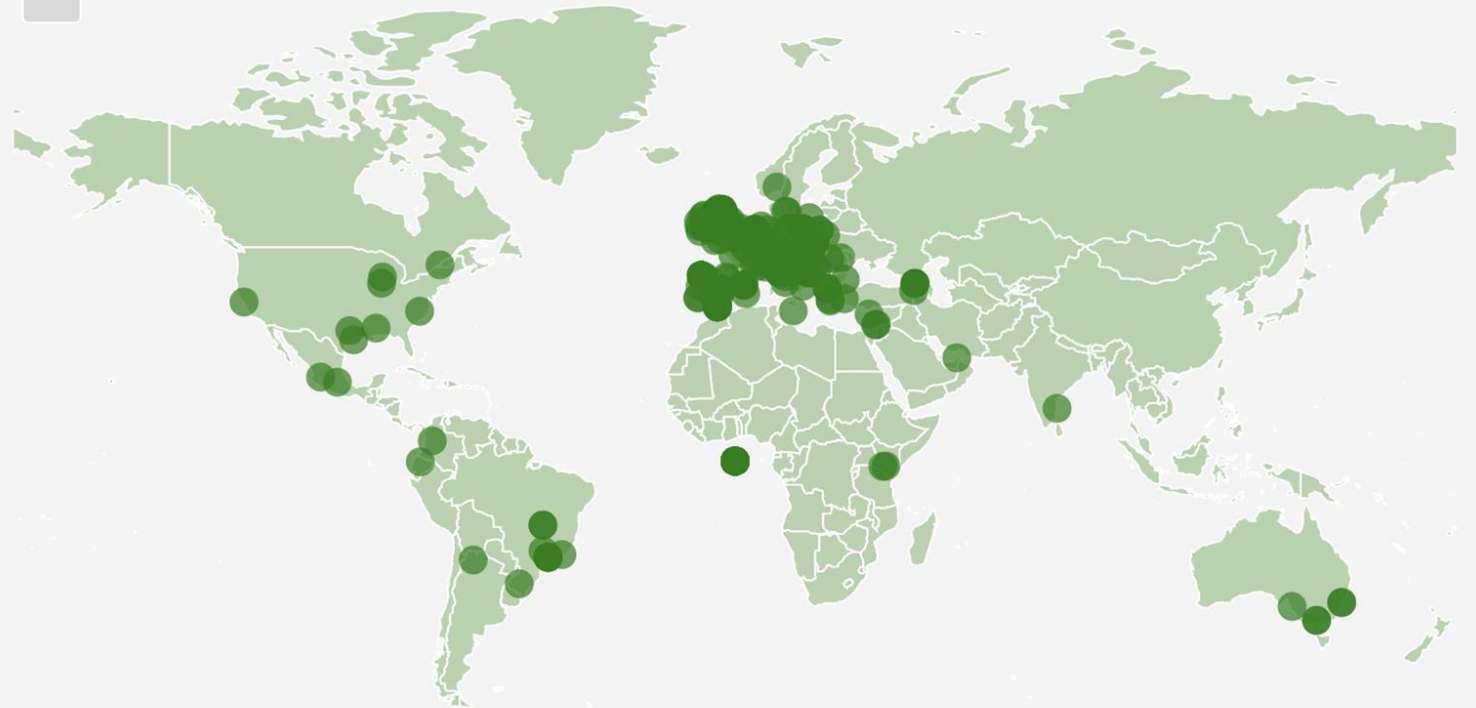


**Nature-Based  
Organisations**

green4c  
Find buyers/suppliers and  
share opportunities



350+ enterprises & 2000+ users



Find buyers and  
suppliers

Share opportunities  
and news





# EARLY BIRD fee

Apply to the Summer School  
**before 24.04** and participate **for free!**