Green Care in Finland

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Outline

• How Green Care started to emerge in Finland?

• How Green Care is understood in Finland?

• How to make Green Care as a success story?
1900  Early forms of Green care

1930  Summer guests on the farms

1960  Social and care farms on the countryside

1990  Antrophosophic communities

2010  Foster homes

2020  First private Green Care farms

2050  Green Care as a part of rural entrepreneurship and form of social and health care

Institutionalisation of Green Care

Identification of the need and emergence of supply
How did Green Care start to emerge in Finland?
European R & D networks

COST 866
Green care in Agriculture

SoFar – project

Restructuration of social and health care system and municipalities

Demographical changes

Increase of social problems

Demand

Concept of Green care

Farming for Health – community of practice

Supply

Nature-based methods

Existing rural enterprises

Natural, physical and human resources

Finnish Society

Customer – oriented services

Longing for nature
Maatila tarjoaa täysipainoista elämää
Uutelasta unelma masentuneille - Green Care
Vanhetaan yhdessä maatilalla

Turpaterapiaa
Kun aikuisten yhteys nuoreen on katkennut, paikalle astelee hevonen. Lempeän jättiläisen kautta heräävät tunteet ja tarinat.

Maatilat vain harvoin sosiaalisia yrityksiä

Terapialehmistä uutta bisnestä maatiloille

Mikä ihmeen green care?

Hirnuva tunteideni tulkki
Hevosen raps
Green care: Monipuolinen talllympäristö

Ään kartanoissa on tarjolla läheisyyttä ja pörröterapiaa

"Green carea ei vielä osata hyödyntää markkinoinnissa."
Mailstones

2005-2009
• Participation in the international co-operation
• First development and research projects

2009-2010
• First national seminars: identification of the main stakeholders

2010
• Establishment of Association for GC: Green Care Finland ry.
• GC in Finnish Rural Policy Programme (2009-2013)

2010-
• Launching new research and development projects

2012
• Establishment of National Committee for Green Care
How Green Care is currently understood in Finland?
Green Care in Finland

- As a social, health and educational service with nature-based added values
- As a broad framework for enhancing human well-being with help of nature
Green care as an added value service

- Concious, professional and responsible use of nature in social and health care and educational services
  - provided by the public or private sector
  - in rural and urban environment
Nature-based methods

Environmental education

Social farming, Care farming

"Social forestry"

Eco-therapy

Therapeutic Gardening

Animal Assisted interventions

- e.g. socio-pedagogical horse activities
- Riding therapy

Soini et al. 2011, applied from Sempik et al.
Community

Activities

Nature

Soini et al. 2011
Further requirements

- Conscious use of nature in services
  - Target oriented services
- Responsibility
  - In respect to customers, personnel, environment, animals, use of local food etc.
- Professionality
  - Service provider need to have the skills and education required for providing the service in question
Sector Social
Social, health sector, education, well-being, employment, agriculture and forestry

Target groups
Mentally disorder, socially excluded, unemployed, schoolchildren

Aim
Healing, rehahilating, preventive, educating

Organisation
Public, private, social enterprise, association, corporate enterprise

Context
Gardern, farm, forest, wild nature, social indoor

Nature-based interventions

Soini et al. 2011
**Green care services**

**Vihreä hoiva (green care)**
- Healing and rehabilitation
- Goal-oriented interventions, systematic use of various methods; professionality in the care sector
- Clients and funding mainly from public sector

**Vihreä voima (green empowerment and recreation)**
- Empowering, preventing, early interventions; environmental education,
- Interaction and self-help of the clients; professionality in the care and green sector
- Clients from private and public sector
Green care service models
Therapy and rehabilitation

• Rehabilitation based on diagnosis and carried out through personal plan

• Methods: animal assisted therapies or activities, therapeutic gardening, socio-pedagogical horse activities etc.

• Funding: Mainly public

Socio-pedagogical horse activities at Toiska stable
Daily activities

• Day care and activities for target groups aiming for self-help of the clients and maintenance of well-being.

• Can involve many methods and their combinations

• Funding: public sector (it is a duty for the municipalities to organise activities for some target groups)
Social work

- Supported work activities for unemployed and disabled in institutions or enterprises

- Aim: to maintain and develop the capabilities of the clients

- Funding: employment administration; entrepreneurs

Work and rehabilitation at Hakamaa farm in Nastola
Education

- Environmental, sustainability or outdoor education – learning by doing
- Nature and school camps, sustainability
- Funding: public sector (municipalities), schools

Outward Bound Finland

Ongoing Research and Development Activities
Development projects

• Regional state of the art – projects (ca. 15)
  • Tools for Green care entrepreneurship (education, networking, business models)
  • Testing and developing green care methods for various target groups
Development projects

• VoiMaa! National developing project (2011-2013)
  • National co-ordination of Green care (networking, knowledge and information delivering)
  • Developing of service models
  • Developing of quality systems
  • Mapping existing education, developing new educational paths
Research projects

• CareVa (Effects and effectiveness of Green care, 2009-2012)
• Constructing a framework for assessing the effects of Green Care
  • Well-being
  • Society (rural development)
  • Economy
How to make Green care success story in Finland?
How to make green care success story in Finland?

- To identify various service types and models
- To develop quality system/criteria for different type green care services
- To promote professional education
- To facilitate and ensure cross-sectoral discussion and co-operation
- To investigate the customers and commissioners' perceptions of services
- To investigate institutional structures and policy processes
- To reveal the various effects of Green care (positive and negative) for human well-being, society and rural areas.