



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 a success story in Finland?

How did Green Care start to emerge in Finland?

European R & D networks



COST 866
Green care in
Agriculture

Concept
of
Green
care

Farming for Health –
community of practice

SoFar –
project

Restructuration of social
and health care system
and municipalities

Demand

Demographical
changes

Call for customer –
oriented services

Longing for
nature

Nature-based
interventions

Supply

Existing rural
enterprises

Natural, physical
and human
resources

Finnish Society

Increase of social
problems

**Maatila tarjoaa
täysipainoista elämää**

Uutelasta unelma masentuneille - Green Care

Vanhetaan yhdessä maatilalla

Turpaterapiaa

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

**Maatilat vain harvoin sosiaalisia
yrityksiä**

Terapialemmistä uutta bisnestä mautiloille

Maanantai 16.11.2009 klo 14:29 Kauppalehti

Mikä ihmeen green care?

Hirnuva tunteideni tulkki

Hevosen raps

Green care: Monipuolinen talliympäristö.

ÄN KARTANOSSA ON TARJOLLA

Läheisyyttä ja pörröterapiaa

"Green carea
ei vielä osata
hyödyntää
markkinoin-
nissa."

Mailstones



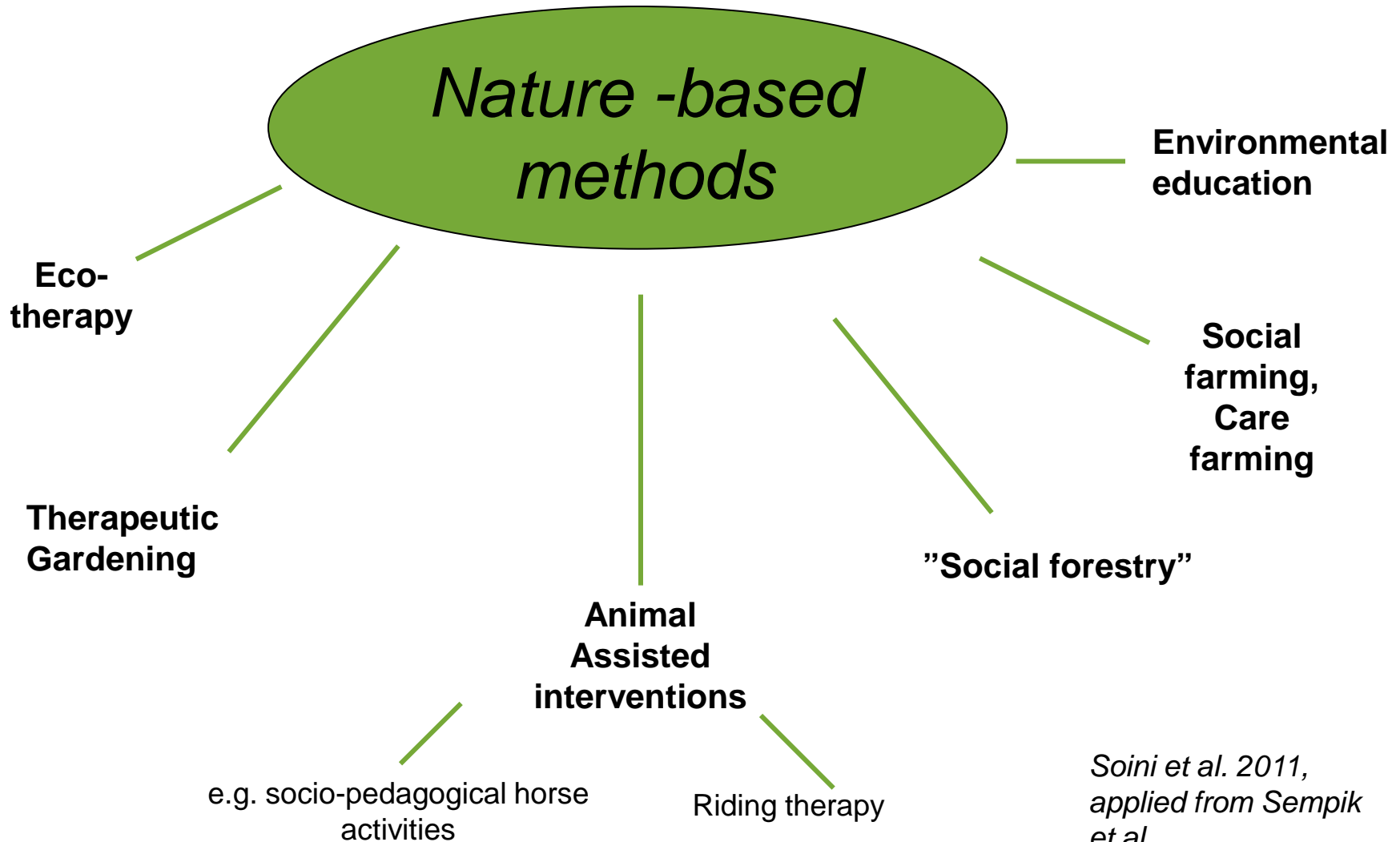
How Green Care is currently understood in Finland?

Green Care in Finland

Two main approaches

1. Green.Care as a social, health and educational **service** with added values based on nature interventions
2. Green Care as a **broad framework** for enhancing human well being with help of nature

Green care as a service



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

Responsibility

Community

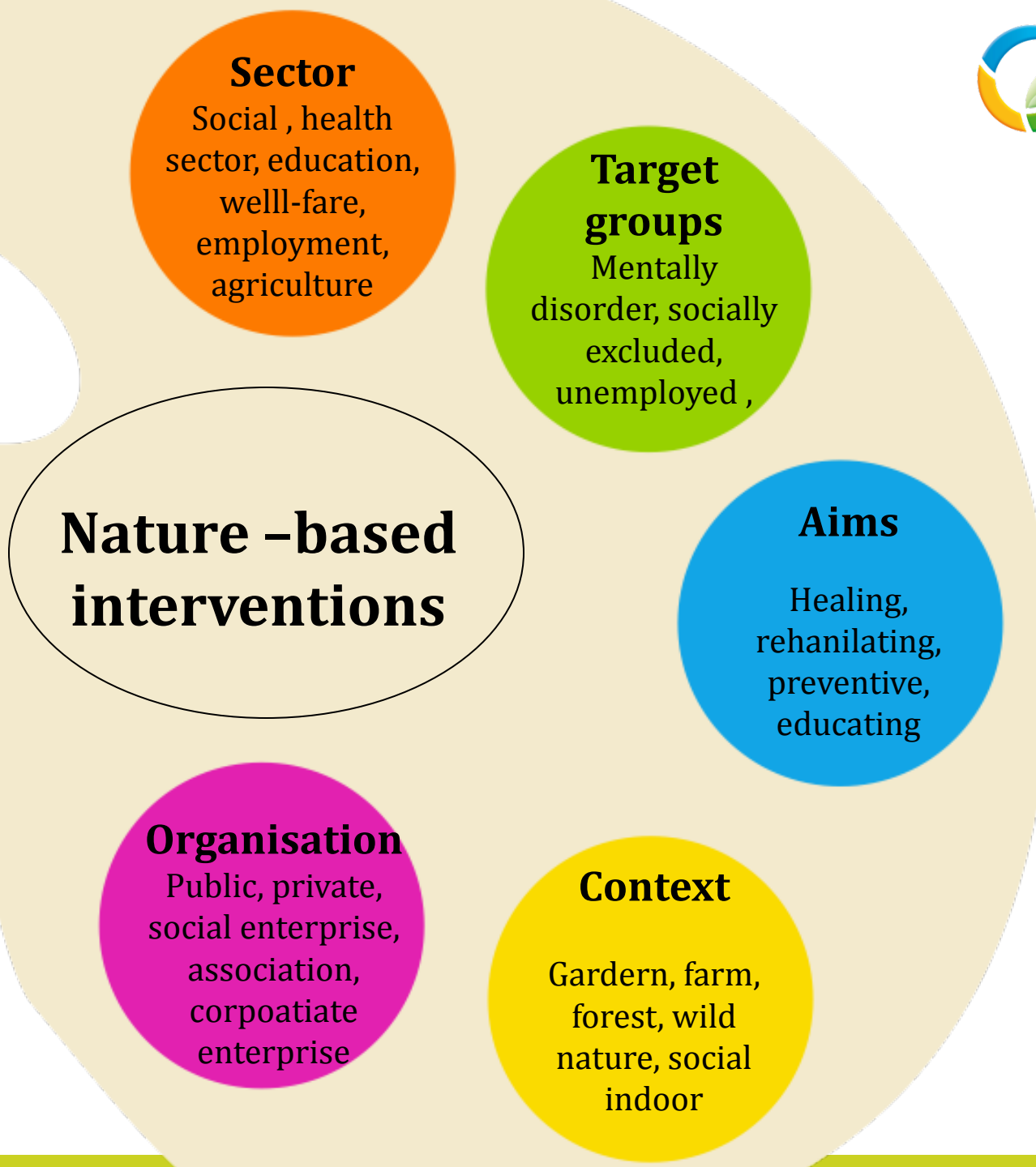
Activities

Nature

Professionality

Target oriented

Soini et al. 2011



Green Care services



Vihreä hoiva *(green care)*

- healing and rehabilitation
- professionalism in the care sector: emphasis in the use of various methods, professionalism in care sector
- Clients and funding mainly from public sector

Vihreä voima *(green empowerment and recreation)*

- empowering, preventing, early interventions; environmental education,
- professionalism in the 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



Maalle Oppimaan, <http://www.agronet.fi/leirikoulu/etusivu.html>

How to make Green care success story in Finland?

How to make green care success story in Finland?



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

- Green Care Finland ry.