

FOREST EUROPE
Expert Group Meeting
Workstream 3
Green Jobs and Forest Education



Forest Europe growing life

2nd Expert Group Meeting on Green Jobs
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Green4C: an Erasmus+ project in an emerging field for nature-based innovation and entrepreneurship in Europe

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green4c

Green4C is a three-year long (2020-2023) Erasmus + project promoting nature-based health and social care through university business alliances, and support for innovation and entrepreneurship.

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The slides can be download from the web; search «pettenella»



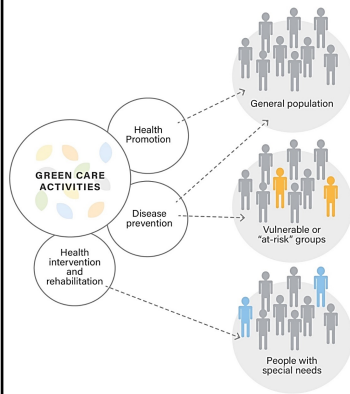
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Beyond health benefits. Moving from narrow to broad Green Care concept



Green Care

is an umbrella term for a range of activities that recognise the instinctive connection between nature and human well-being and use natural environments in a conscious, ethical and active way, to address different social needs, i.e. for health and wellbeing, social inclusion, education, and recreation.

Use of forests (nature) for Socio-cultural benefits

- **Cultural** services (art exhibitions, concerts in the forest, theatre performances ...)
- **Educational** and pedagogic services (kindergarten or outdoor nursery forest schools, nature trails, bird watching, training in the forest, ...)
- **Sport** services (hunting, hiking, Nordic walking, mountain biking, orienteering, airsoft, archery, use of adventure parks,...)
- **Spiritual** and religious services (places for meditation and worship, ecological burial, funeral forests)
- **Tourism and recreation** (walking, visits to special landscapes, sites and natural monuments, wild forest products picking, camping, use of tree hotels, ...)
- Services for **social inclusion** (activities for the elderly, those with disabilities, prisoners, refugees/displaced people, ...)
- Services for improving **wellness** and for **therapeutic treatments** (forest bathing-Shinrin-Yoku, forest therapy, pet therapy, ...)

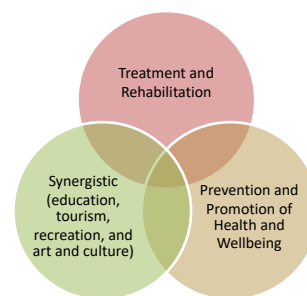


Figure 1. Typology of Forest-based care activities
Source: Daimo et al., 2020

Green4C thematic sectors

FOREST-BASED CARE

SOCIAL AGRICULTURE



GREEN CARE TOURISM

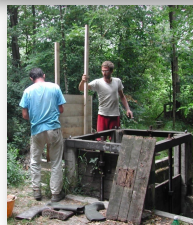
URBAN GREEN CARE

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Forest-based Care initiatives as agents of green economy



Entrepreneurship in Green Care refers to processes and outcomes of innovative value creation and business models that harness health and well-being benefits of nature to deliver social, economic and environmental values.

- Different types of **innovation** (technological, organizational, institutional, social and nature-based)
- From individual benefits to **broader social, economic and environmental impacts** (e.g. responsible forest management, improving social capital and local development)
- New entrepreneurship opportunities, innovative professions and **green jobs**
- Bringing back feminist agency and care ethics to the decision-making about and management of forests (nature) and **women empowerment**
- **Hybrid organisations** (lack legal clarity, combine profit with purpose, operate across sectors, and in areas where policies and markets have failed, have diverse organizational structures)

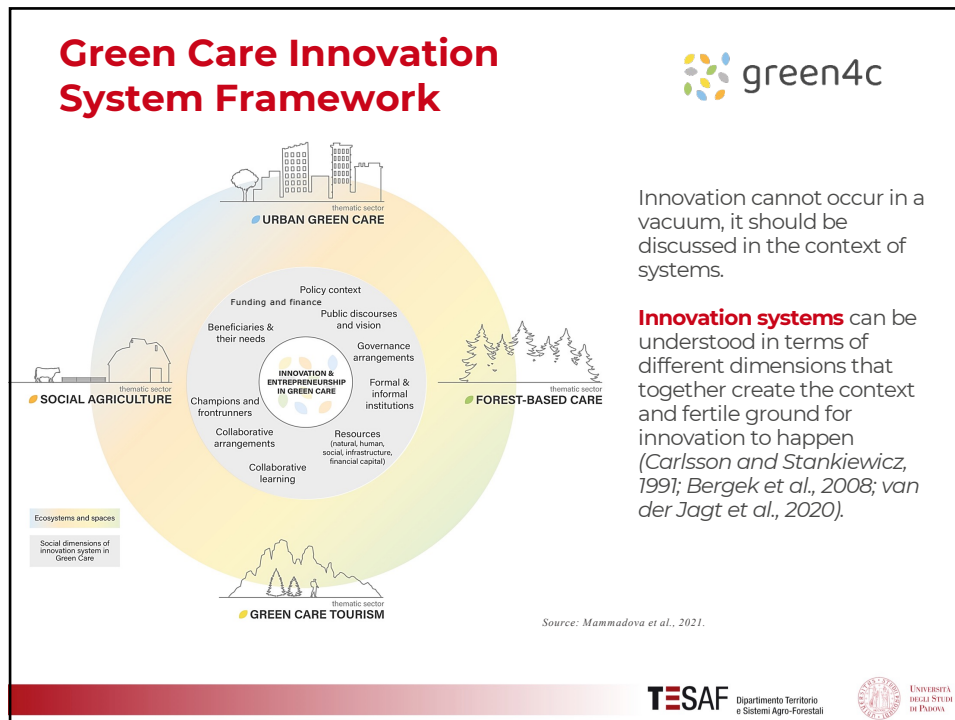
Courtesy: Ecowellness (Ireland) and Boscoincittà (Italy)

Source: Mammadova et al., 2021. <https://www.greenforcare.eu/news/eu-bluesprint-on-green-care/>

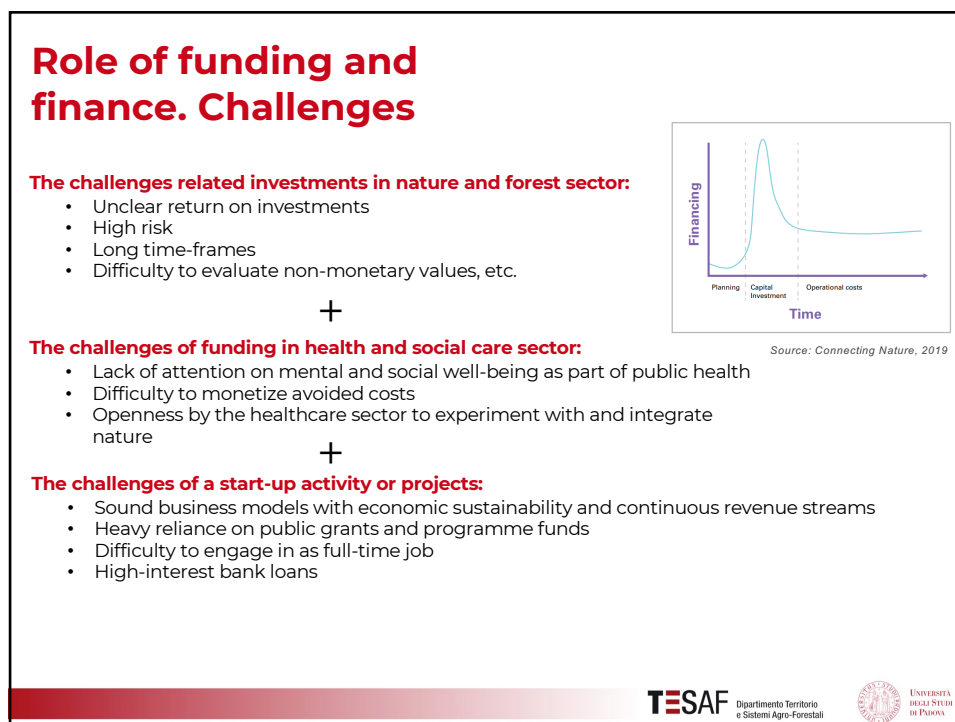
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Role of funding and finance. Opportunities

Innovative use of public budgets

- Grant funding
- Pool from different sectors
- Green bonds...

Private sector involvement

- User fees
- Public-private partnerships
- PES
- Green bonds
- Accelerator and innovation hubs...

Multi-stakeholder funding

- Crowd-funding
- Community fund-raising
- Multi-stakeholder platforms

Support for innovative business models

- Focus on social return on investment
- Collaboration with health insurance companies
- Collaboration with social care service providers

Example from Scotland:

Green Exercise Partnership

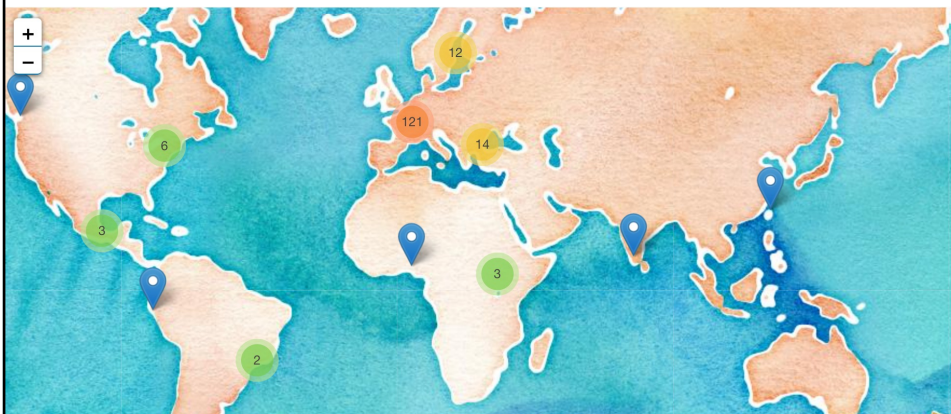


Pool of local authorities' own budgets + other relevant government departments to deliver cross-sectoral benefits

Some of the outcomes of the project

The Green4C Alliance

Contact Green Care experts, researcher, practitioners, and supporters, and create connections to improve knowledge and develop new initiatives on Green Care. Click on "find out more" either on the **map** or on the **list** below and learn more about the members of our alliance. Once you have found the right person for you, contact them through the contact form!



Some of the outcomes of the project

Training Need Assessment and Market outlooks



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Some of the outcomes of the project

A e-learning course → MOOC

Green Care: from academic theory to
entrepreneurial practice



Green4C e-learning course, First Edition

Interested in starting your own business in Green Care? The Green4C team, guided by the [University of Padua](#) and [Elevate Health](#), designed a **high-quality online course in entrepreneurship and innovation** for students and professionals in the field of Green Care. The course will run from the 4th of October 2021 until the end of January 2022.

In a world that is increasingly urbanized and threatened by the climate crisis, people are stressed and disconnected from nature. To tackle this Green Care can be implemented, where green spaces are used to actively promote health, prevent disease and increase opportunities for social inclusion.

<https://www.greenforcare.eu/summer-school/>

Some of the outcomes of the project

Green4C Summer School: specialisation in
Green Care entrepreneurship



Would you like to learn more about the benefits of nature on health, wellbeing, and social inclusion? Are you interested in gaining knowledge and skills to start your own Green Care initiative?

The **Green4C Summer School: specialisation in Green Care entrepreneurship** is an exclusive and unique opportunity to gain knowledge and entrepreneurial skills in **Green Care**. For the first time, top European experts in Green Care will come together to share knowledge and best practices related to this sector. **Only participants selected through the Business Innovation Challenge (BIC) will be able to access the Summer School.** Learn more on the [BIC](#) and how to participate at the dedicated page.

The Summer School will take place **from the 15th of June to the 8th of July 2022, both online and in presence**. The first week will be online, while in the remaining three will be hosted at the **University of Padova (Italy)**, specifically at the [Agripolis Campus](#).

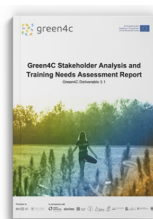
<https://www.greenforcare.eu/summer-school/>

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Some of the outcomes of the project Reports



Training needs assessment and
Stakeholder Analysis



EU Blueprint on Green Care &
Background Report

<https://www.greenforcare.eu/reports/>

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