



**XV WORLD FORESTRY CONGRESS**

Session 5 Thursday, 5 May @ 14:30 - 16:00

Title of sub-theme 3: The green pathway to growth and sustainability

# Going back to nature

Green Care as an emerging field for nature-based innovation and entrepreneurship in Europe

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UNIVERSITÀ DEGLI STUDI DI PADOVA



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**Building a Green, Healthy and Resilient Future with Forests**  
2-6 May 2022 | Coex, Seoul, Republic of Korea

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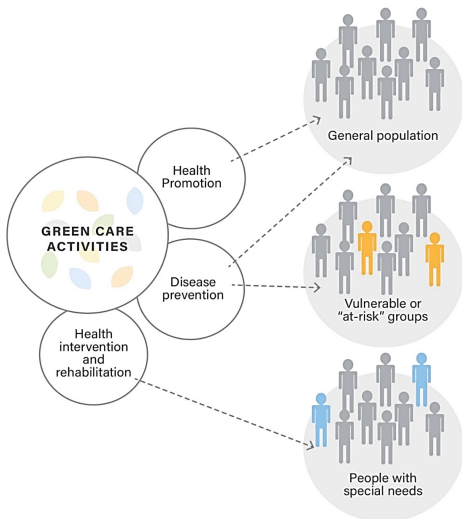
**Green4C** is a three-year long (2020-2023) Erasmus + project promoting nature-based health and social care through university business alliances, and support for innovation and entrepreneurship.



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## Beyond health benefits. Moving from narrow to broad Green Care concept green4c



### 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.

## Green4C thematic sectors

### FOREST-BASED CARE

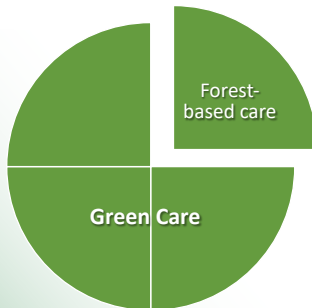
### SOCIAL AGRICULTURE



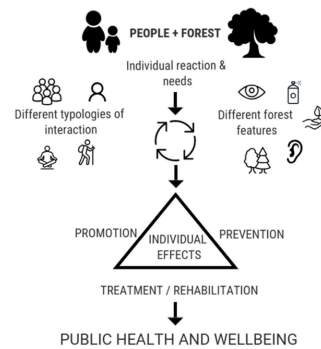
### GREEN CARE TOURISM

### URBAN GREEN CARE

## Forest-based care



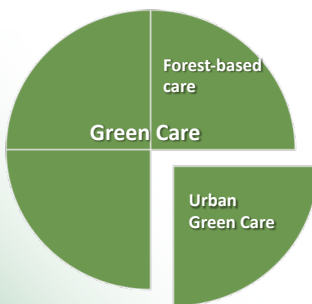
**Forest-based care** refers to all organised interventions in forest areas that embed aspects of healthcare, rehabilitation, disease prevention, social inclusion, wellness and relaxation, education, spirit and inspiration, employment and livelihoods.



Source: Doimo et al., 2021

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## Urban Green Care



**Urban green care** describes the range of specific actors, projects, initiatives, organisations, etc. promoting urban and peri-urban green spaces and explicitly incorporating human health and well-being in their strategies and activities.



Courtesy: Park RX America (the USA) and GoJauntly (UK)

(Source: Mammadova et al., 2021).



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### 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, ...)

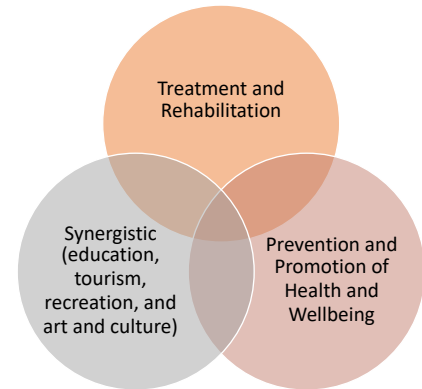


Figure 1. Typology of Forest-based care activities  
Source: Daimo et al., 2020

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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)

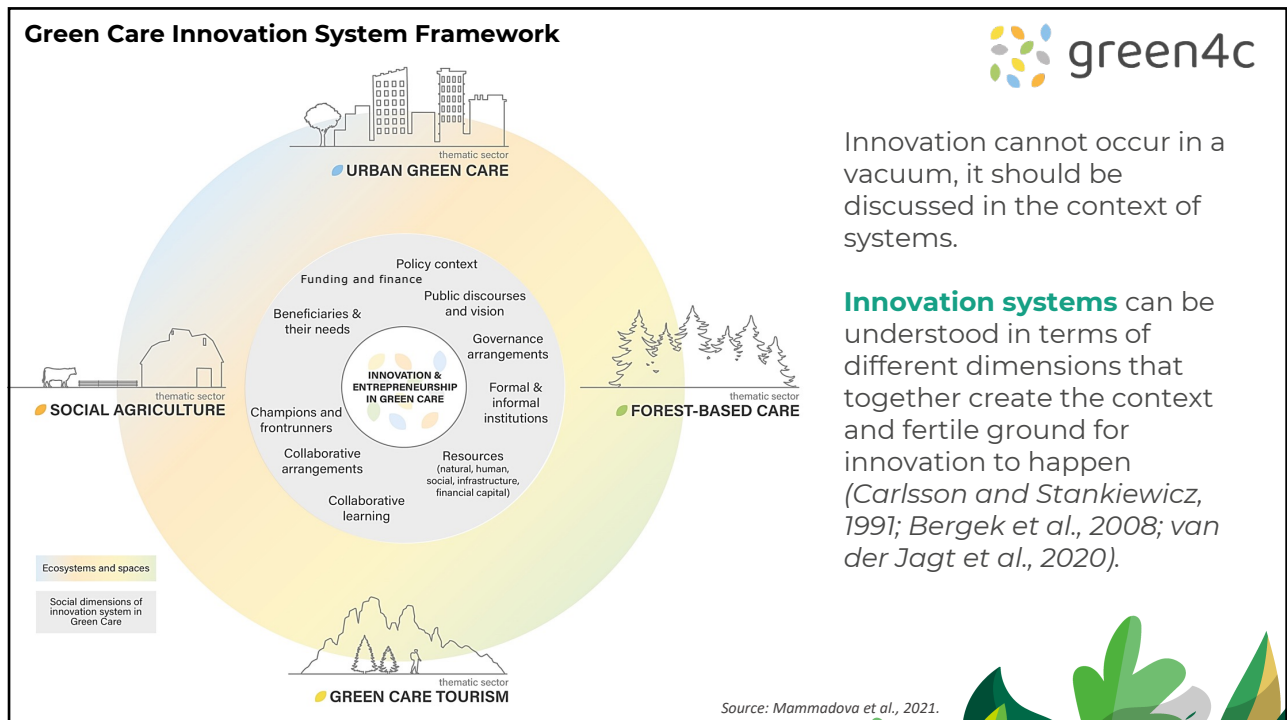


Courtesy: Ecowellness (Ireland) and Boscoincittà (Italy)

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

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## Role of funding and finance. Challenges

### The challenges related investments in nature and forest sector:

- Unclear return on investments
- High risk
- Long time-frames
- Difficulty to evaluate non-monetary values, etc.

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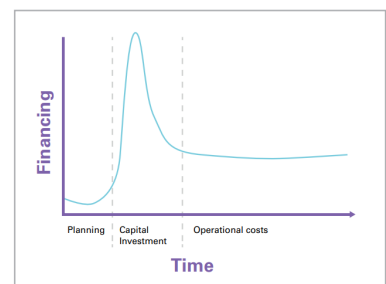
### The challenges of funding in health and social care sector:

- Lack of attention on mental and social well-being as part of public health
- Difficulty to monetize avoided costs
- Openness by the healthcare sector to experiment with and integrate nature

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### The challenges of a start-up activity or projects:

- Sound business models with economic sustainability and continuous revenue streams
- Heavy reliance on public grants and programme funds
- Difficulty to engage in as full-time job
- High-interest bank loans



Source: Connecting Nature, 2019

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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



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## Role of funding and finance. Opportunities

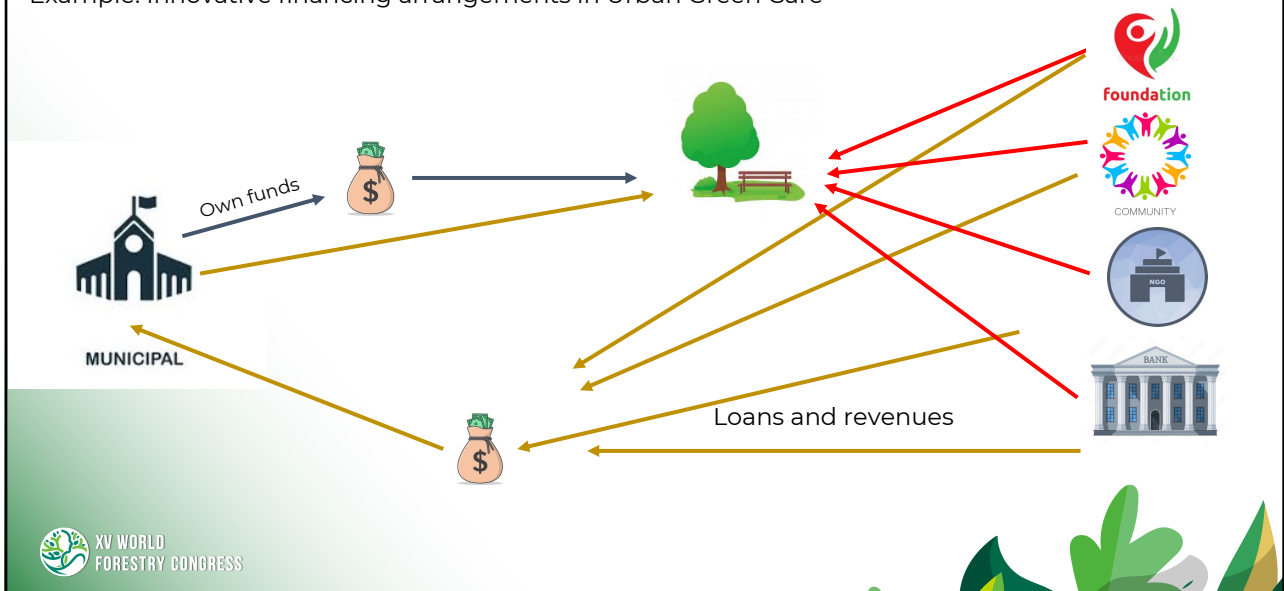
Example: Innovative financing arrangements in Forest-based Care



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## Role of funding and finance. Opportunities

Example: Innovative financing arrangements in Urban Green Care



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



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