



Nordic NaBS/WP3

Study on the opportunities and challenges of the nature based services

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Contents and objectives of WP 3

- The aim of the WP is to provide information about characteristics and preconditions; strengths, weaknesses, opportunities and threats (SWOT) as well as regional role of and regional differences in the nature based services
- Focus of the WP is on social, health care and pedagogic sector as well as entrepreneurs
- The WP provides the overview of demand and supply of nature based services as well as guidelines for other actions in this projects

Case Regions of WP 3

- Finland: Central Ostrobothnia, Northern Ostrobothnia, Lapland
- Sweden: Västerbotten, Norrbotten
- Norway: Nordland, Tromsø and Finnmark



WP 3 Main Review Questions (1)

- What is the current state of the resources for and supply of nature based services?
- What kinds of needs or demands are there for nature based services?
 - Case studies: what is the service supply (incl. nature based activities) experienced by a customer and the needs for supporting activities in cases like:
 - a primary school-age child with ADHD symptoms or other challenges
 - a school dropout, secondary school-age young person
 - a young adult with mental health problems and in danger of becoming estranged
 - a developmentally disabled adult
 - an elderly person living at home

WP 3 Main Review Questions (2)

- What kinds of **strengths or opportunities** are relating to the nature based services?
- What kinds of **problems or challenges** are relating to the nature based services?
- What kind of **cooperation models** are there between various sectors in regard to the use of nature based services?
- What means could be used to **remove existing barriers** and **support the implementation** of nature based services?

Methods of WP 3 (1)

1. Document analysis

- Studies, reports etc. concerning nature based activities and services
- Previous experiences and documentation of regional and local service experiments and service models

2. Theme interviews

Target groups

- Actors in social and health care sector
- Entrepreneurs

3. Electric questionnaires

Target groups

- Actors in social & health care and pedagogic sector
- Entrepreneurs

Methods of WP 3 (2)

Main themes of the interviews

- Knowledge and experiences in nature based services (entrepreneurs and social & health care sectors)
- Strengths and opportunities regarding nature based services (all)
- Challenges related to the **purchase** of nature based services (from social & health care professionals' point of view)
- Challenges related to the **business of nature based services business**; need for support (from entrepreneurs' point of view)
- Extent and quality of cooperation networks (all)
- Growth prognosis of nature based services in the near future (all)

Methods of WP 3 (3)

Questionnaire study (Merja Kangasjärvi)

- Main idea of the study is to find out supply and demand of the nature based services in NaBS areas – do they meet? If not, why not? What could be done in order to improve the situation?
- The survey will be conducted in Finland, Sweden and Norway.
- The survey will be carried out as an electronic form (Webropol).
- Invitation to the questionnaire will be sent to selected 1) entrepreneurs and 2) social and health care professionals as well as professionals in pedagogic sector. Most of these recipients are to some extent known actors in the nature based services sector (not randomly selected).
- The questionnaire invitations will be sent out in October and the results of the survey will be ready by the end of 2019.

Methods of WP 3 (4)

Main themes of the questionnaires (Merja Kangasjärvi)

- Background data (organization, role of the recipient, location, customer groups...)
- Production and/or purchase of nature based services
- Challenges related to the purchase of nature based services (from social & health care and pedagogic professionals' point of view)
- Strengths and opportunities regarding nature based services in the respondents' units and companies
- Challenges related to the nature based services business; need for support (from entrepreneurs' point of view)
- Prediction of the growth of nature based services in the near future
- Need for more information

WP3/ Service providers

Current state of the resources for and supply of nature based services

- **In Finland:** Green Care -entrepreneurs and other actors, e.g. horse assisted social pedagogic service providers, outdoor guides and some actors within ecotourism etc.
- **In Sweden:** Grön arena- farms, Grön omsorg and NUR service providers, actors within horse- and dog-assisted services, outdoor guides and some actors within ecotourism etc.
- **In Norway:** Inn på Tunet –farms, actors within outdoor services etc.

A short introduction of Finnish Green Care

- In Finland, the **broadest possible selection of nature-based activities** has been gathered together under the umbrella of Green Care concept, including:
 - farms and other agricultural environments, animals, forests, water environments, parks, gardens and even Green Care methods indoors in urban areas
- Green Care concept is divided in two sections:
 - **Nature Care services** (Luonto Hoiva, Grön Omsorg)
 - social and health care services
 - **Nature Empowerment services** (Luonto Voima, Grön Kraft)
 - pedagogic and recreation services

Virkistys- hyvinvointi- ja kasvatuspalvelut:



Sote-palvelut:



Green Care actors in Finland

- Totally app. 550 registered members in Green Care Finland association, in which app. 300 entrepreneurs in different parts of Finland (3.10.2019, source: unpublished information of Green Care Finland)
 - In Green Care Finland's website there is totally 35 registered service providers in Central Ostrobothnia (14) , Northern Ostrobothnia (13) and Lapland (8) incl. all sectors (source: www.gcfinland.fi)
 - All private or public actors as well as associations with nature based care or welfare services in Finland have not registered as a member to Green Care Finland
 - Over 150 professionals providing horse assisted social pedagogic services in Finland in 2019
 - Growing interest of Green Care amongst nature tourism/ ecotourism entrepreneurs
- > actual amount of service providers is difficult to estimate**

Green Care Association and Certification in Finland

- Green Care Quality Certificate was published in January 2017
- **Today 19 Green Care Quality certificates** in Finland (10 Nature Care certificates and 9 Nature Empowerment)
- **Green Care Quality Manual** serves as one of the main documents when applying for Green Care quality label -> works as a good planning tool for all actors (is available also in English and in Swedish)
- In Central Ostrobothnia, Northern Ostrobothnia and Lapland there is only one Quality certificate, concerning Nature Care (*Isokummun lammastila*)

(www.gcfinland.fi)

Finland: National Strengths and Opportunities

- The time for developing nature based services is right: megatrends, climate change discourse as well as nature and health issues in public and social media has brought general acceptance for the theme
- The recognition of potential and positive prospects for developing and extending nature based activities and services has increased significantly within the last 10 years in Finland
- The wide-ranging interpretation of Green Care concept gathers a various group of actors and enables interdisciplinary networking between different kind of professionals
- National association and coordination (e.g. yearly conference, research network)
- Finnish Green Care quality management work
- Green Care education and courses

Finland/Project area:

- **Central Ostrobothnia**

- Green entrepreneurs have mainly horse farms and care farms, raising interest of Green Care amongst actors in nature tourism
- Public sector (Soite) has Green Care service voucher in services for mentally disabled clients
-> expanding to adult social work, mental health rehabilitation and clients with substance abuse -> new entrepreneurs needed in the region!

- **Northern Ostrobothnia**

- The voluntary (third) sector has been active in developing Green Care (Tolppa etc.), entrepreneurs mostly horse farms and actors with nature based services
- Many excellent nature areas (Kuusamo, Rokua, Liminganlahti, Hailuoto etc.) are already used in Green Care services

- **Lapland**

- Several Green Care cooperation models are recently developed, mostly between the voluntary and public sector
- Unique northern nature, seasons with a real winter, long distances and strong human-nature relationship
- International tourism expansion -> possibilities to include Green Care to recreation and wellness services

Finland/Project area: Strengths and Opportunities (1)

- The recognition of Green Care methods and their positive effects for health, wellbeing, functionality and participation -> good level amongst entrepreneurs, but varies quite a lot amongst the social and health care professionals
- Nature based methods and services are seen as a good supplement for many kind of service types
- Many actors have very versatile competence and have also participated on Green Care projects and complementary education
- The specific nature of Green Care theme has encouraged the actors to network between sectors and also nationally and internationally
- There are a few Green Care entrepreneurs in project area that are commonly known in the region and have already had cooperation with client organizations

Finland/Project area: Strengths and Opportunities (2)

- The flexibility of small scale enterprises to react and adapt to current demand and the changes in the service market
- Innovativeness, creativeness in service design, courage to make new implementations (entrepreneurs and pioneers in client organizations)
- The variation of current and potential client groups -> offers opportunities to specialize in certain client groups
- Individuality
- Increased functionality and involvement in the services (soc. health and ped.)
- Experiences and uniqueness
- Empowerment

Finland/Project area: Strengths and Opportunities (3)

- Effectiveness as a part of multiprofessional and holistic service
- Many social and health care actors are aiming to more preventive services
-> can open new possibilities to GC entrepreneurs
- Genuine customer orientation -> asset in the discretion when comparing and choosing different services
- Examples where social care clients have managed to stop juggling with different authorities and service units by committing to a regular Green Care service -> personal but also economical impact

Finland: National Threats and Weaknesses

- Nature based service providers and client organizations have difficulties to find each other
- Lack of knowledge concerning nature based methods and possibilities to cooperate
 - > often the cooperation models cannot be developed without external support
- Certain risk factors and uncertainties concerning regulations and operating licenses
- There is not enough knowledge nor concrete examples of models in other Northern countries like Sweden and Norway

Finland/case regions: Threats and Weaknesses (1)

- There is still lack of information concerning nature based methods, services, service providers and effects
- There are some single examples of good cooperation models between entrepreneurs and client organizations, but the services are not reaching the larger amount of clients and customers
- There is a need for professional and suitable Green Care entrepreneurs (specially Central OB)
- There is a need for more regional examples of cooperation (specially Lapland and Northern OB)
- Key persons in client organizations are important, but lack of commitment in the whole organization can prevent the implementation

Finland/case regions: Threats and Weaknesses (2)

- **Too big adherence to single persons** can make the cooperation more vulnerable and unpredictable
- **Shortage of time and financial resources** amongst the social and health care organizations as well as in pedagogic sector
- Variation between and tightening of interpretations among Regional State Administrative Agencies (e.g. requirements concerning the educations) and other authorities
- In Green Care sector, there are often small and additionally part time entrepreneurs which cause:
 - Challenges regarding use of time
 - Challenges related to hire an employee
 - The facts above are also connected to coping with workload

Finland/case regions: Threats and Weaknesses (3)

- Lack of courage among the buyers of the services regarding experiments of new kinds of services, in this case Green Care services
- Client organizations do not necessarily know the quality of regional service supply
 - > It might be feared that Green Care is just an artificial "marketing or fare collection trick" -> can cause negative attitudes and prejudice
- Green Care can be seen as an artificial feature for the sake of seeking profit in business: actualization of Green Care values in real activities of an enterprise?
 - Reputation of and development prospects of Green Care can be weakened

Finland/case regions:

Increasing Green Care services as a goal: conclusions (1)

- Green Care must achieve the position as a well-known and as an acceptable form of service
- Taking care of economic profitability of Green Care activities
 - Also connected to business skills
- Crucial role of cooperation and networks
 - Networks and platforms of networks have to be easily accessible by actors
 - > benchmarking groups
- Developing new logistic solutions (clients' accessibility to services is in a major role)
- Increasing the predictability of the operational environment concerning the utilization of Green Care services (e.g. clarifying and standardizing the practices of the Regional State Administrative Agencies)

Finland/case regions:

Increasing Green Care services as a goal: conclusions (2)

- More courage and less preconceptions among the buyers of the services regarding experiments of new service forms
 - Good regional examples and models are important
 - Quality criteria and internal quality control adds confidence
- Evidencing the impacts of Green Care activities
 - Utilization of valid evaluation tools (indicators, analyzing methods)

A short introduction of the Swedish “Grön omsorg”, Grön arena”, and NUR all part of the Swedish green welfare services

(Päivi Juuso/LTU, slides 25-34)

Grön omsorg

- Is defined as meaningful activity on farms in a natural environment.
- Is aimed for people in need of support, personal development, work-oriented rehabilitation and integration; it is for health and welfare, habilitation and rehabilitation.
- Mainly for people who are affected in various ways by the Social Services Act, LSS, and other authorities who support people.
- Every farm is unique but have one common aim which is to offer activities on the farm based on each participant's individual needs.

(Jordbruksverket, 2019; Lantmännens Riksförbund, 2019; Verksam, 2019)

Grön arena –concept

- Grön arena is a concept within Hushållningssällskapet for developing farms which provides **services within social care, education and health promotion.**
- Services are **tailored for each client** aiming to personal development and better quality of life.
- Activities are based on **daily work in a farm** with animals, gardening and nature.



Grön arena 2

- Grön arena works all over the Sweden (8 regional areas with 8 local project leaders, place-based knowledge)
- There is totally **75 registered Grön arena farms** in August 2019
- The public sector (usually municipalities) is the main buyer of the services; Grön Arena is often a complement to other service programs



Different service models with Grön arena farms

- The municipality buys a complete package, “all inclusive”
- The municipality buys a number of heads (basic price) and pays for other expenses
- The farmer is employed by the municipality and carries out agreed activities on the farm
- The municipality rents the farm with the farmer as tutor and brings their own specific educated staff.



Naturunderstödd Rehabilitering på landsbygd (NUR)

- A complement to medical care
- Is aimed for people with mild mental illness, passivity, isolation problems, and people on sick-leave on their way back to work
- Farms with or without animals
- Groups of maximum 7 people, at the farm 4 hours/3 times a week during 8 weeks. Assessment after half time with contact person from healthcare
- Prescription from healthcare, legislations according to healthcare system.
- There are some farms in Skåne, Jönköping and Stockholm

(Region Skåne, LRF)

Gröna Rehab

- Aimed for them with employment in Västra Götalandregionen
- Focus on employers on sick-leave related to for example exhaustion disorder
- Research as a foundation during starting up project 2006 where after Gröna Rehab was implemented
- Gardening – Botanic Garden in Göteborg
- Socioeconomic advantages of the rehabilitation as the majority (90%) of participants returns to work
- Decrease in symptoms
- Sustainable related to year round activity

Sweden: Threats and weaknesses

- There are still few green care farms – the critical mass is missing
- The entrepreneurs and the actors in the public sector don't know about each others needs or preferences
- The entrepreneurs meet challenges as it is hard to get contracts with buyers of the services
- Different solutions in different regions – no coherence
- Small amount in northern Sweden compared to the south
- Lack of profitability leads to voluntary work
- Hard to reach sustainable solutions in contracts
- Organizational obstacles decrease the possibility for development and expansion

Sweden: Strengths and opportunities

- Evidence- and experience based knowledge as foundation
- Good examples exist especially in the south of Sweden
- The use of healthcare decreases and return to work increases among participants – cost-effective!
- Except for knowledge among the entrepreneurs they also have an genuine interest of developing nature based services

Sweden: Strengths and opportunities (SWOT)

- High competence among GC entrepreneurs, double competence
- Experience-based knowledge about the effect of GC on peoples health status
- Work according to the existing evidence within the field
- Lot of experience about the clients, and their needs related to the services they offer for them
- Flexibility, availability and cost-effectiveness
- Good co-operation with actors in the public sector as well as other GC entrepreneurs
- Well-being for the client and for the entrepreneur

Sweden: Threats and weaknesses (SWOT)

- Financing – too small to get a contract/purchasing process
- No sustainable solutions regarding co-operation, contracts etc.
- Dependent on the political climate leads to uncertainty and decreased possibilities to plan ahead
- Lack of knowledge about GC among actors in public sector
- No support from actors in the public sector - fear to test something new or do not believe in GC as a method
- No forum for co-operation among GC entrepreneurs
- Availability
- Risk of inequality

SWOT in Norway

Cooperation with HLB/ Dr. Rhys Evans and colleagues (Høgskulen for landbruk og bygdeutvikling)

- The object of the Nordic NaBS project mandate is to produce analyzed information regarding the **regional significance, characteristic features, opportunities and boundary conditions** of nature-based service activities, from the perspectives of the social, health care and educational sectors of the regions as well as **the perspective of entrepreneurship** in Norway, and especially in the northern areas of Norway.
- A short presentation by Rhys Evans/HLB

Summa summarum so far:

Recommendations to be implemented in the project

- **General informing** and **enterprise specific marketing communication** should be notably strengthened and diversified in the project area
- Real examples show that Green Care activity has enabled to maintain the farm viable
 - > communication should be strengthened, especially towards smaller farms (e.g. through producer associations)
- Lack of time and economic resources among the actors in social and health care sector
 - It should be **as easy and simple as possible** to getting familiar with and implement the Green Care services

Recommendations to be implemented in the project (2)

- **Pilot experiments are in a crucial role** -> important to find the entrepreneurs and the client organizations in social and health care services enterprises with a real willingness to develop service models which has demand and preconditions also after project period:
 - Well-working and economically sustainable co-operation in all levels
 - Bringing innovative actors together -> high-class experiments -> creation of trust-> sustainable partnerships
- Systematic evaluation regarding cost-effectiveness and benefits of Green Care (incl. comparison of preventive and repairing services) is needed -> important to find representative and preferably already longer time functioned cases for SROI analysis (Social Return on Investment) -> start the evaluation work in the beginning of 2020

Recommendations to be implemented in the project (3)

- Requirements of authorities regarding private social and health care service production have to be investigated and taken in advance into account when developing the Green Care service concepts in the project area
- In this project, we have a great opportunity to pick up the best features of the Nordic Green Care concepts and to apply these concepts to the concepts of the actors in the project area -> it is worth utilizing this chance as an enterprise as well as an client organization!
 - Ideas for the future: regional "reservation centre" of Green Care services
-> digital marketplaces/ "GC booking.com" incl. optimization of transportation e.g. Green Care taxi/mini buss for the certain route in certain days in a week, regional facilitators or brokers etc.?

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Thank you!
Kiitos! Tack! Takk!

