



RDP Projects Database (PIKSE)

Postcard Template (MS Word 2003)
Version 2a – September 2010

Project Title: Green care business – enhanced rural viability (VoiMaa! - project)

'At a glance'

Notes

Project Theme:

Choose an item:

Rural Quality of Life and Economic Diversification

Please select **only one theme** per project using the **drop-down menu**. Click once on the grey <text box> for options.

Sub-theme:

Improving quality of life in rural areas

Please enter **one sub-theme** into the grey <text box>. Please ensure that the sub-theme corresponds to the Project Theme above – see **Annex 2** of the Guidance Note

Keywords:

health care

social work

rehabilitation

social innovation

human-nature relationship

Please select **up to 5 keywords** per project from **Annex 3** of the Guidance Note and insert into the grey <text fields> as appropriate.

Country/Region:

Finland

Please insert the **name of the RDP territory** where the **project is located**

Final Beneficiary Type(s):

Choose an item: .Public / local authorities

Choose an item: .Individual farmers

Please insert **up to two final beneficiary types** using the **drop-down menu**. Click once on the grey <text box> for options.

Project Cost:

Choose an item: €100 000 - €500 000

Please select **one of the cost ranges** from the **drop-down menu**

RDP Measure(s):

Tuki yritystoiminnan kehittämiseen

Please **insert the RDP measure code** into the grey <text boxes>. Provide **ONLY** the numeric code (e.g. 312). Please **DO NOT** insert the title of the measure

Duration:

01/2011

Please insert the **official project approval date** (month/year)

04/2013

Please insert the **project completion date** – actual or estimated (month/year)

Last Updated:

10.5.2012

Please use the grey <text box> to insert the **date (dd/mm/yyyy)** when this postcard is completed.

Postcard Author:

Anja Yli-Viikari

Please insert the **name of the person that produced the postcard**

Main Postcard Text

Please note that you may enter the text below in English or any other official EU language. The ENRD Contact will arrange the necessary translation into English.

Background (maximum 150 words):

This is a national project, which is funded through RDP. National projects are tools under RDP. Their aims are to enhance the efficiency of development work in cases where the target group is widely spread through out country. The national projects support regional development work. VoiMaa! -project is creating rural viability from Green Care-activities.

Currently in Finland, Green Care is understood as a wide umbrella concept for the activities that are using nature, animals or rural environment in order to create human wellbeing. To the activities includes services of health care and social sector, as well as the activities of social farming. Riding therapy, socio-pedagogic horse activities and therapeutic horticulture are currently the most well known activities of the sector.

Objective (maximum 100 words):

VoiMaa! -project has four main work packages:

- 1) The promotion of the co-operation between the actors and coordinate the development of the Green Care - sector at the national level
- 2) The specification of the different business models for arranging Green Care services
- 3) The examination of the tools and concepts to develop the quality of these services
- 4) The creation of a strategic plan for developing the GC-education in Finland

Main Activities (maximum 150 words):

All the tasks are closely integrated with each others. The range of regional and national happenings will be arranged, where the concepts and models of GC-activities are jointly discussed and studied. An important forum for the joint discussions will also be the internet-pages (www.gcfinland.fi). These pages are managed in co-operation with the Green Care Finland ry., which is the newly-born association for all the green care-actors in Finland.

While the concept of nature- and animal-assisted methods in health care is still novel, we are mostly dealing with the pioneers of the sectors. Based on these experiences, we are informing the overall sector about the new possibilities. Networking and building of the institutional structures will be among our main challenges.

The research is carried out collaborating with National Institute for Health and Welfare, Middle Ostrobothnia's Cultural college and Rural Institute of University of Helsinki.

Results and Benefits (maximum 150 words):

The project is still going on. So far, we have reached

- 1) Multiple of co-operation between the various actors via information change, meetings, conferences, training courses, web-pages, etc. We are supporting the broad range of local activities, where the appropriate applications for green care are created. At the same time, we are looking for the jointly approved concepts, methods and institutional structures of Finnish green care activities.
- 2) The main business lines for Green Care services are currently classified as 1) therapy and rehabilitation, 2) day activities at nursery homes, 3) social employment, 4) educational services, and 5) green care applications for travelling and welfare services. In each of these lines, we will introduce certain currently applied business models.
- 3) Quality criterias and tools are produced for animal-assisted and nature-assisted activities.
- 4) Current situation for gc-related education has been studied and the need for developing the education have been identified. Planning of the future structures of gc-education is going on.

Lessons Learnt (maximum 100 words):

Green care provides range of interesting possibilities for the rural entrepreneurs. The launching of these activities has been much slower than expected. The current structures of health care are not yet supporting the nature- or animal-assisted activities as the main emphasis of the whole sector has been in medical care for several decennia. Procedures of medical

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care are, however, not able to solve all the social and mental problems that are met in current society. We are clearly lacking for the new solutions, that could supplement the prevailing activities of health care.

Further Information (enter text or attach any additional documents):

Project Location:

Finland	Please provide more specific information on the geographical location/scope of the project e.g. a project in Estonia might be described as in Võru County, South Estonia
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Project Cost:

500 000	Please insert the total project cost, including if known the breakdown into EU + National + Private funds
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Other Additional Information:

Contact Information:

Project Website:

www.mtt.fi/greencare; www.gcfinland.fi

Contact (Name and E-mail):

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Additional Contact Details:

Language(s) for communication:

Finnish, English, Swedish

Please return the completed postcard to postcards@enrd.eu together with a) any relevant photographs and b) any additional documents that you wish to be linked to the postcards.